

CPCS Develops AR Application for National Crafts Performance



🎯 Objective

Optimize a complicated 3D model designed on the Unity platform, develop an AR application around this 3D model, give a technical hand to organizers aiming to promote a public event utilizing the application.

⚠️ Challenge

An Agency that was responsible of organizing a nation-wide event reached out to our IT House with a request to optimize their 3D model and develop an AR application around it.

Aiming to promote the art performance featuring national craftsmanship, its organizers designed an animated 3D model. The animation is telling a story of the national crafts development. The 3D model is basically a human brain that is developing with the evolution of the crafts application.

Speaking technology, the Client's 3D model was designed on the Unity platform. It was heavy in terms of gigabytes and we were to solve the challenge of its seamless work and the offline mode.

/// Solution

To solve the seamless work challenge of the animated model that weights tens of gigabytes, our engineers decided to use React Native platform to develop the AR app. We incapsulated the heavy 3D model in it, which in turn has also solved the offline mode's work requested by the Client.

Although the deadlines of the project were quite tight, our team's efficient work resulted in the timely release of the AR application. The Client had all the time they needed for printing out the event's marketing collateral with the app's QR codes on it.

Technology choice

- Application – ReactNative
- Design – Unity 3D

Team and Duration

- 2 ReactNative engineers
- 1 Unity designer for 3D model redesign
- 1 project manager
- 2 months

✓ Results

As the result of our collaboration with the Client, the AR application that we've developed for the nation-wide event's promotion boasts a custom animation. The latest works seamlessly and in the offline mode.

A number of additional features were also implemented by our team. These include: all the crafts performances aggregation, a scheduling tool, briefs about artists, a library with the artists' works, all the venues with their exact locations on the map.

The organizers of the event reached all their goals and found themselves extremely satisfied with the result of our work. On the other hand, the event's participants, our end users of the application, reported they were so engaged by the augmented reality reachable via the QR codes on big boards that the performance designed to promote national crafts appeared to be a modern entertainment of high demand.

/ Industry

performance, event promotion

/ Application

Promote an event with the AR application and share additional information via AR techniques with the event's prospects.

/ Quick Fact

Augmented Reality is a helpful tool of digital marketers'2020.

/ About CPCS

From artificial neural networks to custom electronics design, highload and big data projects. CPCS is a team of 100+ senior-level dedicated engineers open to go through an in-depth feature-by-feature product discovery process with you. We believe you would also benefit from our client-first approach, transparency of all our magic, as well as fair and flexible rates.

