Augmented Reality for live sport events

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Summary
1. Augmented Reality
2. AR in cycling
3. Unity/Vuforia

Introduction
• Augmented Reality for live sport events
• Sport organisations need new strategies to improve fan engagement during sport events
• Explore possibilities to improve fan engagement in live sport event using AR

Methods
• Enterprise GPST send us data about cyclists in JSON format, following steps explain how the app work:
  1. Reception of data in JSON format
  2. Parsing JSON data into C# object
  3. Get latitude and longitude from object and normalized data to our virtual world
  4. Create displayable object and set the positions
  5. Use interactions between user and app information

Results
• Mobile application using augmented reality for displaying cyclists on a 3D map

Conclusions
• Promising market
• A real added value in the cycling environment