

Beyond the Keyhole



Sony Ericsson
make.believe

**Current AR experience
could be better**

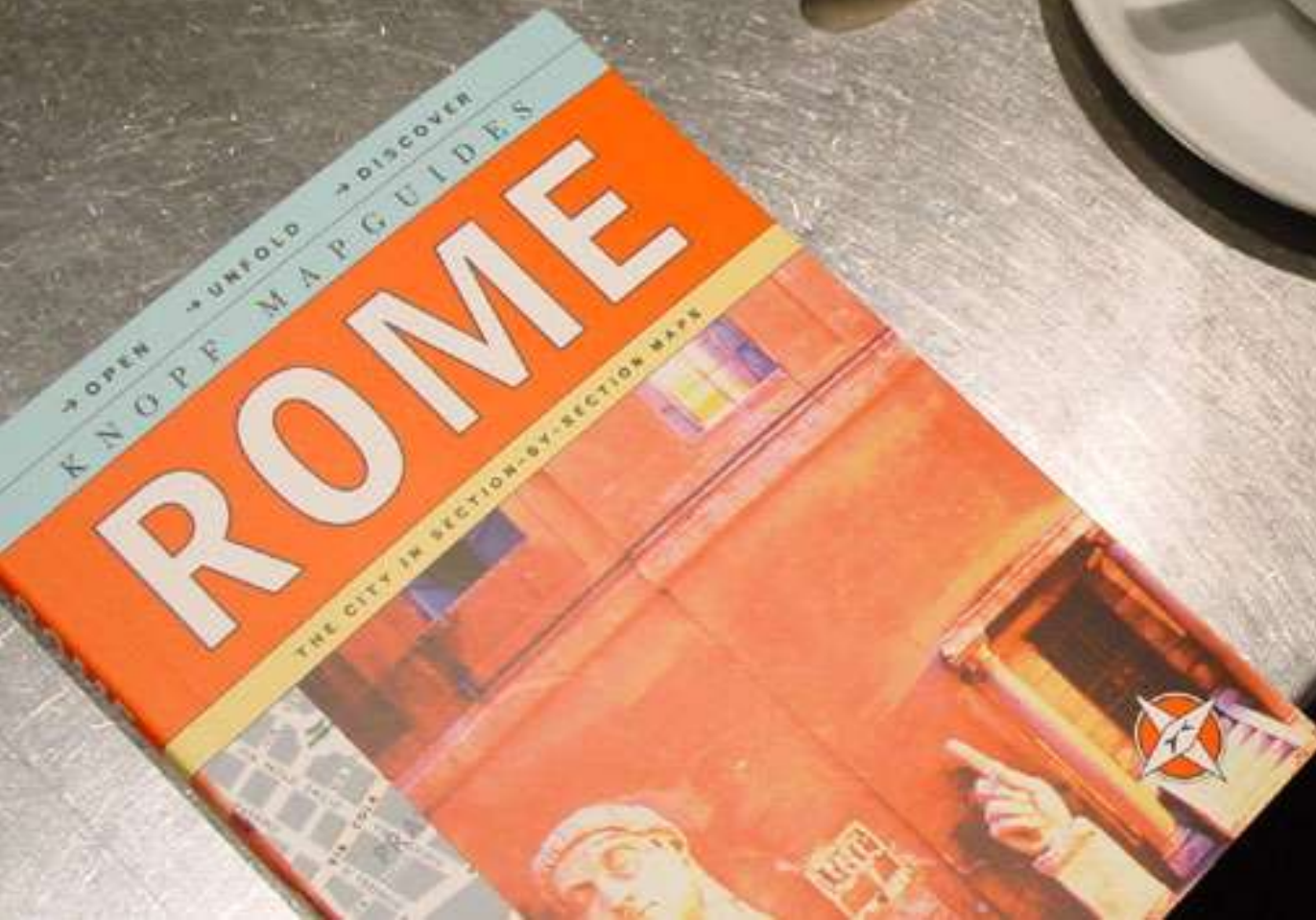
Keyhole



Tourist



Guide book





**We believe in full
peripheral view AR**

A close-up, high-resolution photograph of a human eye. The eye is light blue with a dark, well-defined pupil. The iris shows fine, radiating lines. The eyelashes are dark, long, and slightly curved. The skin around the eye is fair and has a soft texture. The lighting is soft, creating a gentle glow around the eye.

Continuous use



While on the move



Personal guide

**For this AR usage
to work...**

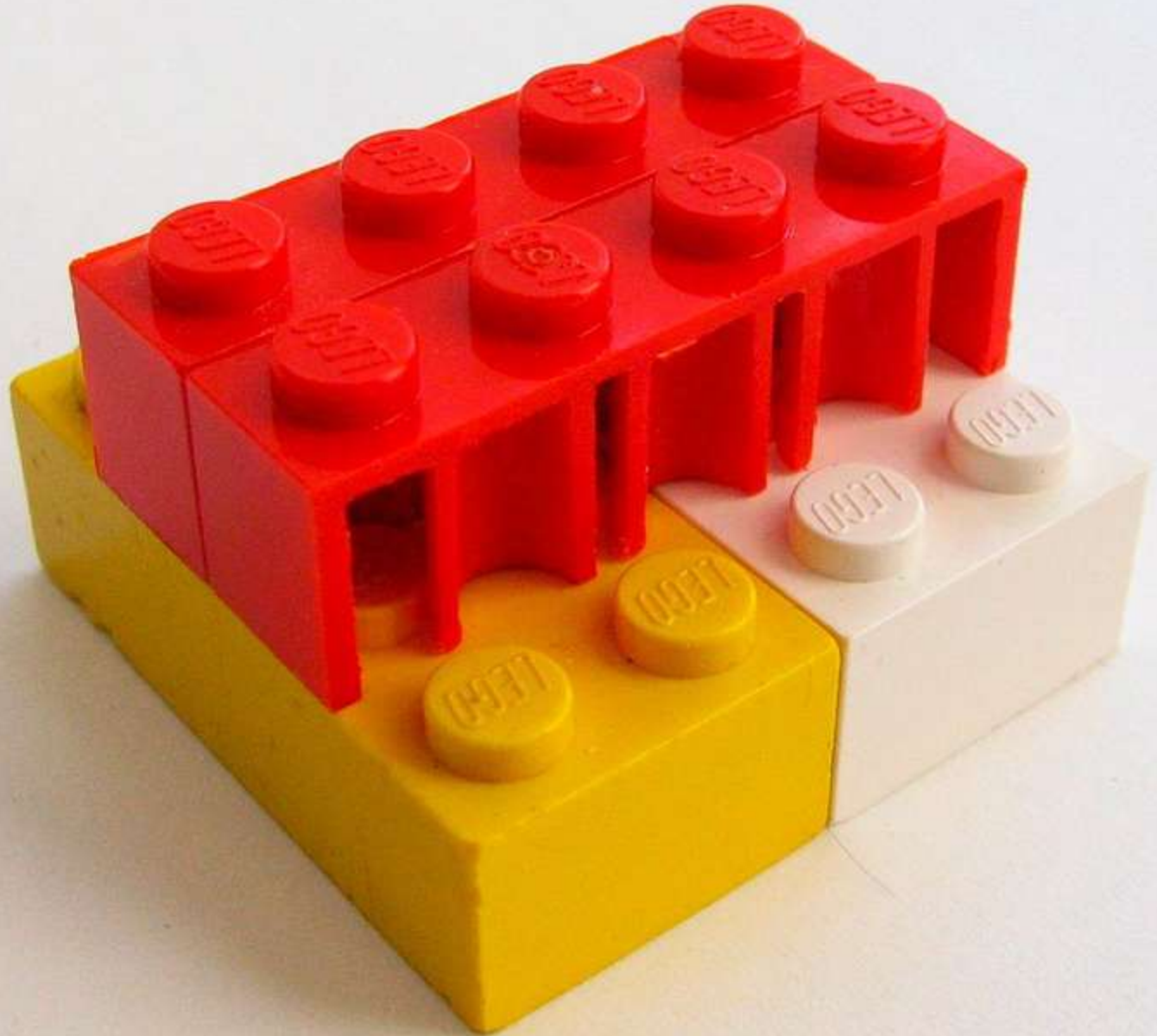
~~Opt-in streams~~

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Relevance



Relevance requires...

Lots of content



Filtering



Lots of content exist

The web



~~Duplicate~~



...but we need to

Anchor data



Machine filtering



Lots of content?
Apply filtering?

The semantic web



Anchor data

Geo-location

ID

Anchor data

Timestamp

Class

Author

Service

Filtering

Distance

Occlusion

User focus

Filtering

Screen real estate

Circle of friends

AR volume

**User interests,
mood, agenda, etc**

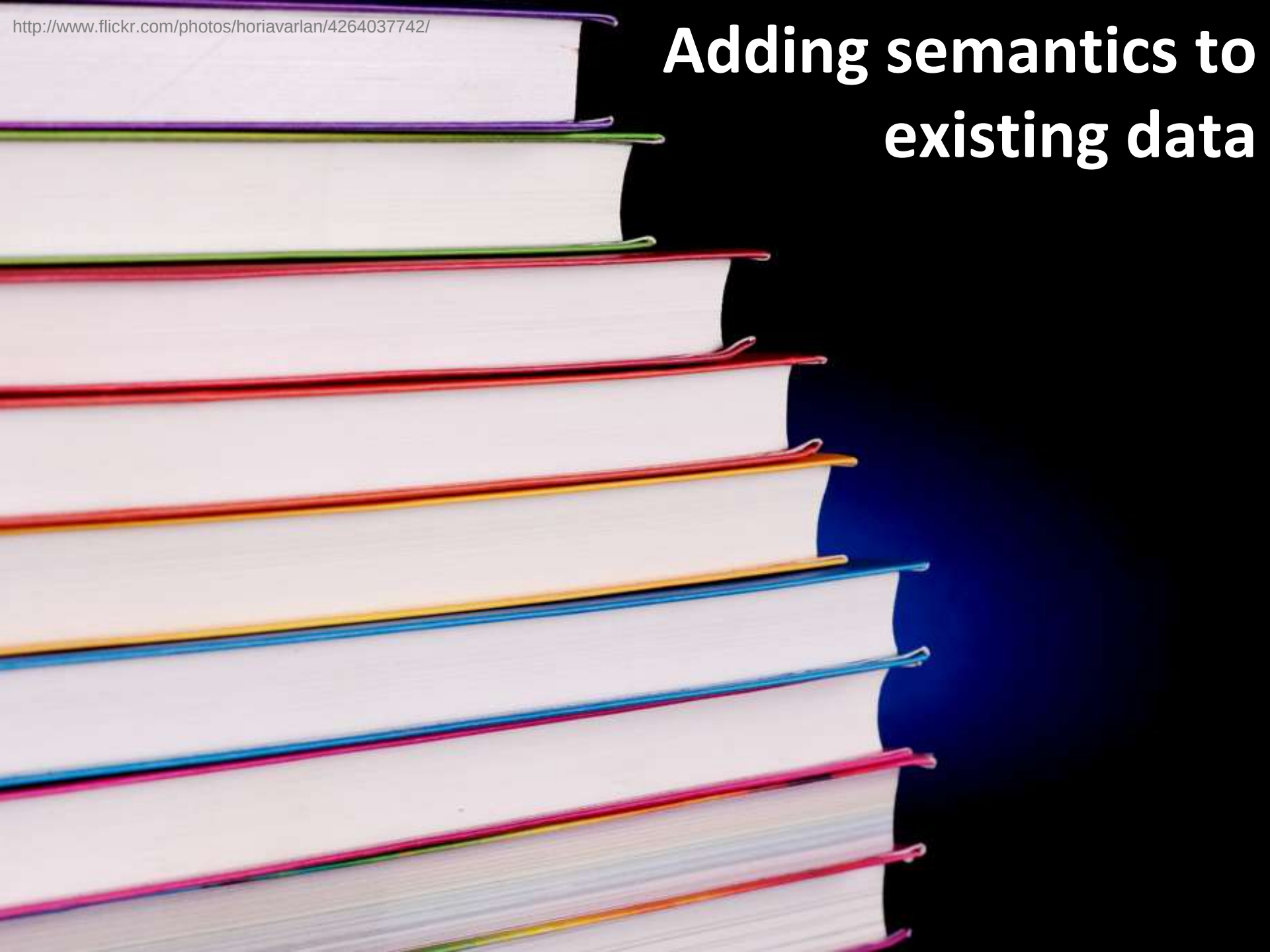
Challenges

Aggregation



User context privacy





Adding semantics to existing data

In summary

Let's move beyond the keyhole

AR needs semantic web

AR “surfing” needs user context

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