



 TRAINING, LEARNING + DEVELOPMENT
AUGMENTED REALITY
SOLUTIONS

Arizona State University Pitchfork Paths DEMONSTRATION PACKET



POINT. TOUCH. LEARN.

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AR DEMONSTRATION

Welcome to BUNDLAR's augmented reality (AR) Arizona State University's Pitchfork Paths AR Tour demonstration packet. On the following pages you will find AR enhanced Markers (images & objects). To be able to view and interact with the AR experience that appear on your mobile phone, see the instructions below.

Pitchfork Paths AR is Arizona State University's augmented reality experience app. Walk around the Tempe campus and find the designated locations to unlock videos, media players, photo filters, 360° images dorm rooms, and more. Even trigger AR experiences just by walking into a designated space with geofenced locations! Pitchfork Paths AR puts the Sun Devil experience in the palm of your hand.

Instructions

1. Download "Pitchfork Paths AR" AR app on the App Store or Google Play
2. Press "Tempe Pitchfork Path" button
3. Read the app instructions and then tap 'X' to enter the app
4. View the List Screen and tap each location tile to see Marker or geolocation triggers
5. Press Map View to see each location on a map
6. Press "AR CAMERA" button
7. Aim the AR Camera at the image Marker on each page and interact with the AR Experience

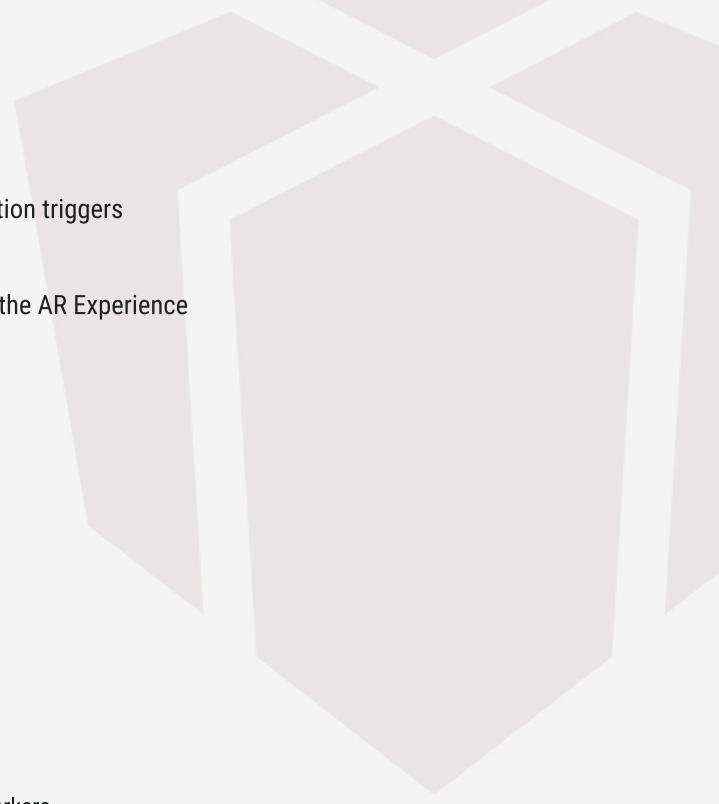
Case Studies Included

1. Sun Devil Welcome Center
2. ASU Monument
3. Student Pavilion
4. Memorial Union*
5. Barrett, the Honors College Academic Complex
6. Interdisciplinary Science & technology Building IV
7. Sun Devil Campus Store
8. Palm Walk*
9. Old Main
10. Tooker House
11. Sun Devil Stadium*
12. "A" Mountain*

*Geofenced experiences are activated by location, therefore there are no image markers.

Best Practices

- Audio On - Volume Up
- AR Experiences can be launched on-screen or from printed piece



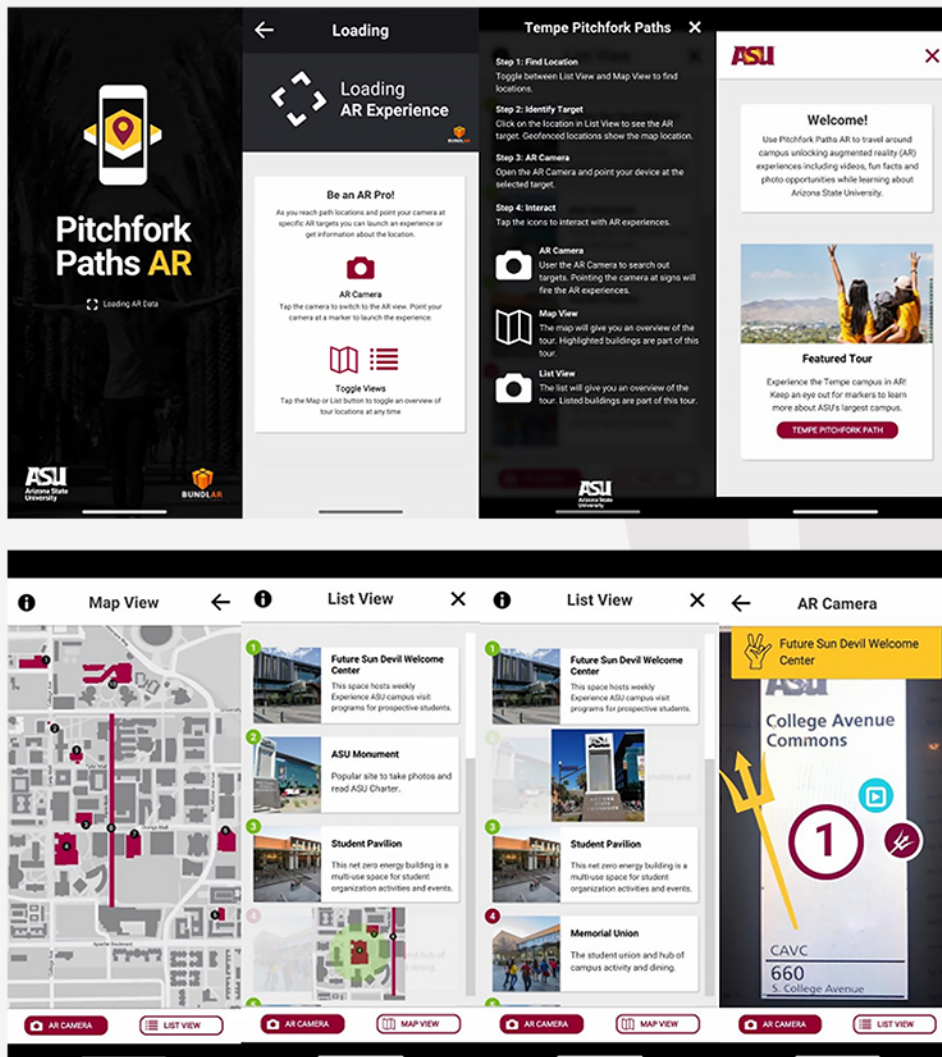
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ARIZONA STATE UNIVERSITY

PITCHFORK PATHS AR SCREENS



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SUN DEVIL WELCOME CENTER



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ASU MONUMENT



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STUDENT PAVILION



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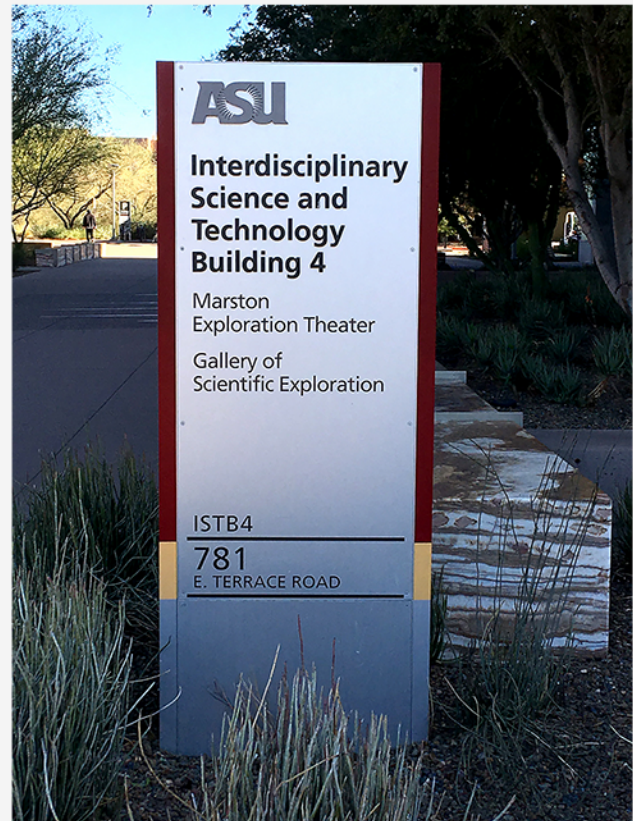
BARRETT, THE HONORS COLLEGE ACADEMIC COMPLEX



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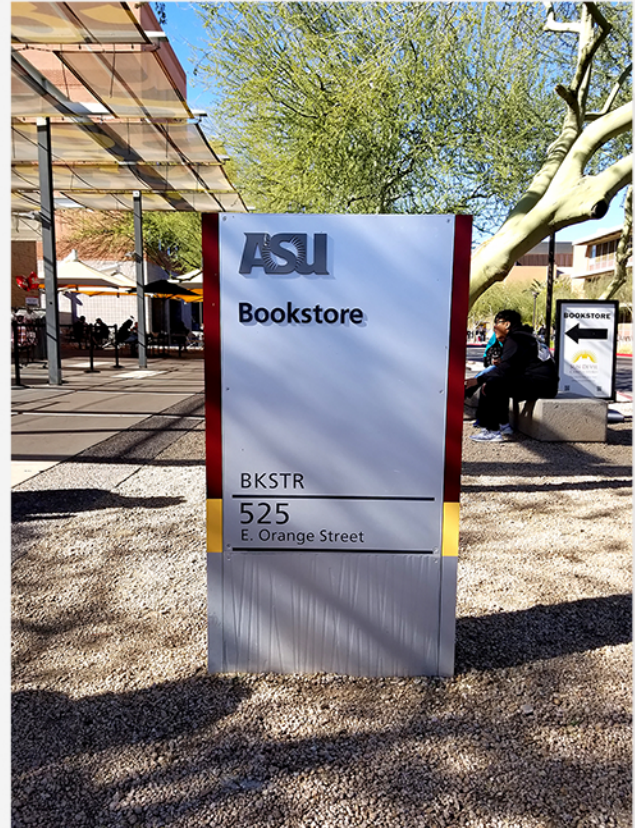
INTERDISCIPLINARY SCIENCE & TECHNOLOGY BUILDING IV



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SUN DEVIL CAMPUS STORE



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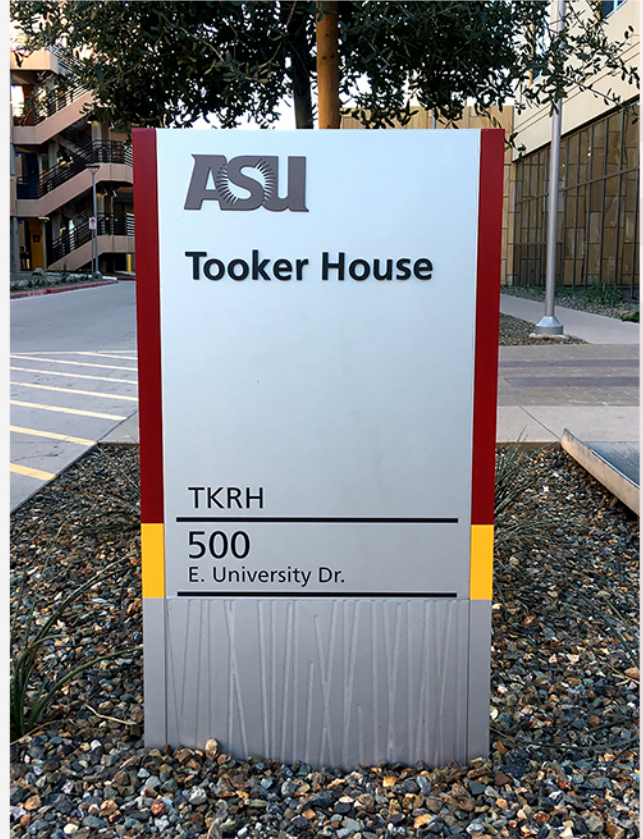
OLD MAIN



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TOOKER HOUSE



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