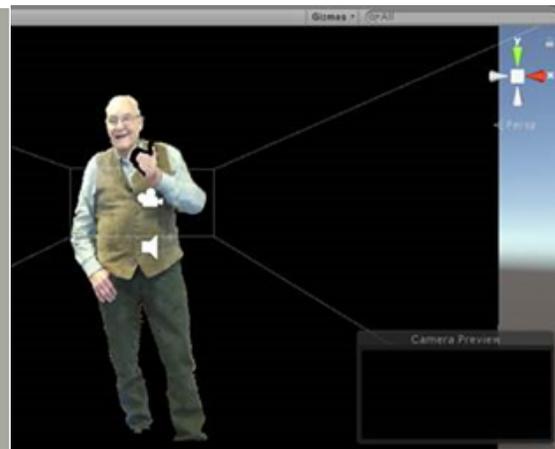


Augmented Reality Experiences for Niagara Wineries

Digital Media



FUNDER:

Ontario Centres of Excellence

INDUSTRY PARTNER:

MEUK Corporation - TReality

TIMELINE:

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RESEARCH TEAM:

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KEY STATS:

Market value for volumetric video to reach \$2.7 billion by 2023 - *Markets and Markets*

The sports, events & entertainment application is expected to dominate the volumetric video market between 2018 and 2023 - *Markets and Markets*

Context: The wine industry in the Niagara region of southern Ontario is highly competitive; engaging and immersive technological experiences will further consumer traffic to the Niagara wineries while establishing better brand loyalty, consumer product education, promotion, and technology adoption.

Industry Challenge: The Industry Partner wished to develop a location-based, creative mobile AR experience in order to activate unique and engaging educational, entertaining and marketing-based mini-experiences. The winery wanted to promote their brand and portray their different wine varietals and relate how they take pride in growing their grapes naturally.

Solution: In collaboration with the Industry Partner, this project allowed the Mohawk team to develop creative mobile AR experiences in order to promote the winery's brand. The experience is designed to take place at the winery, where a 3D/volumetric video of the winery owner appears and introduces guests to the winery, directs them to the retail store, and talks about their products.

Impact of the project: The project produced 3D models of wine bottles and winery owner Herbert Konzelmann. The Mohawk team was able to investigate 3D scanners as a potential solution for creating realistic 3D characters. It was determined that the volumetric video methods were superior to base programming however several new technological issues were uncovered and will need to be addressed before this technology is ready for full commercial rollout.

Mohawk's role: The college provided full access to the VR/AR facilities for the creation work. The media programs supplied the media and specialized equipment to support the video capture and augmented effects. The volumetric capture is a new concept for the college and thus has provided a base of understanding for future projects.