3D3C Augmented Reality: Setting The IS Research Agenda

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My Main Point:

Markets

3D3C Markets
- 3D
- Community
- Creation
- Commerce

Status:
AR TODAY

Bottom line: Setting the IS Research Agenda

3D3C Markets → a New Medium:

- 1980 – Personal computers
- 1990 – Internet
- 2000 – Social Web (web 2.0)
- 2010 – Smart phones / Tablets
- .
- .
- .
- **???? – 3D3C Markets**

My Main Point:
3D3C markets (3D, Community, Creation, and Commerce), will change, enhance – but at times hamper – how we learn, enjoy, work, and perform other human actions.

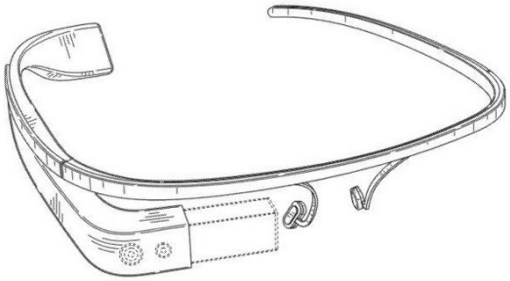
Classic: Virtual Worlds (What am I doing here?)

Source: http://www.youtube.com/watch?v=5ip3GMXYbBc

demo

Google Glass

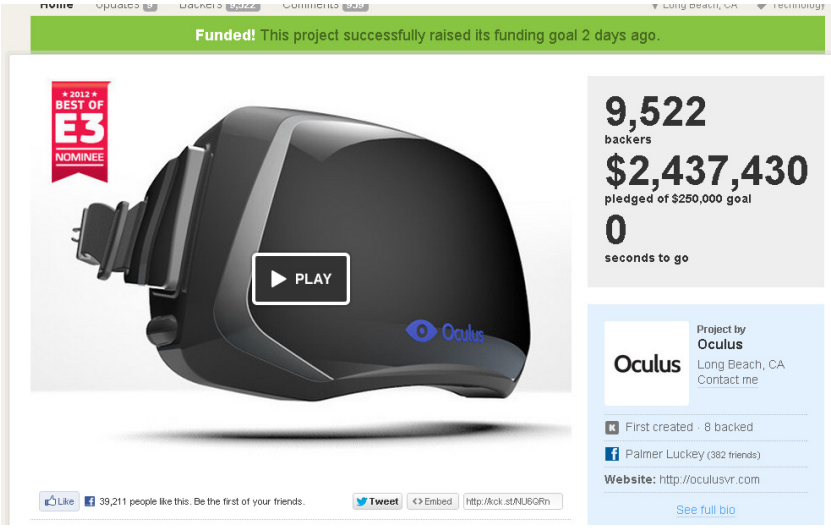
- See through
- One eye
- Sound
- Mic
- GPS
- Position sensors (X3)
- Compass



BMW Case

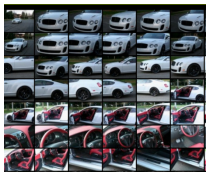
- See through full view of objects
- Two eyes
- Sound
- Mic ?
- GPS ?
- Position sensors (X3)
- Compass
- REAL NEED!

Oculus Rift: Step Into the Game

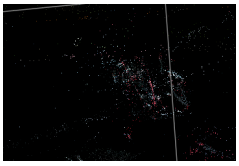


Photosynth

Lots of 2D images

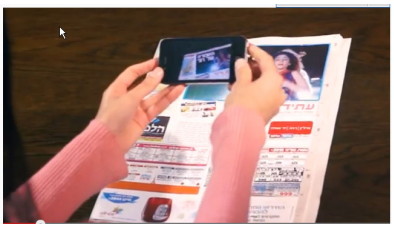


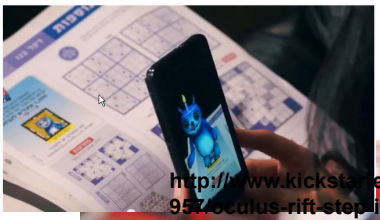
Extraction of points



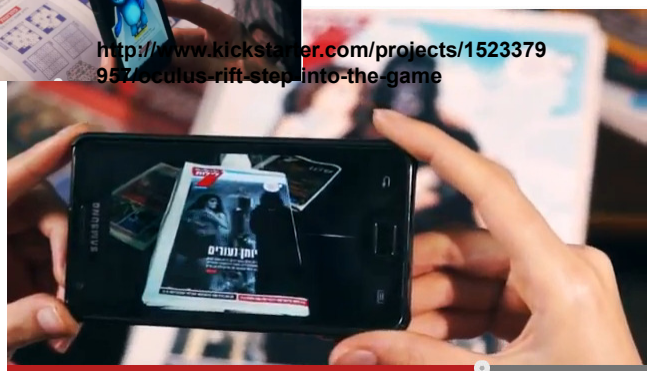
3D image

Yediot AR



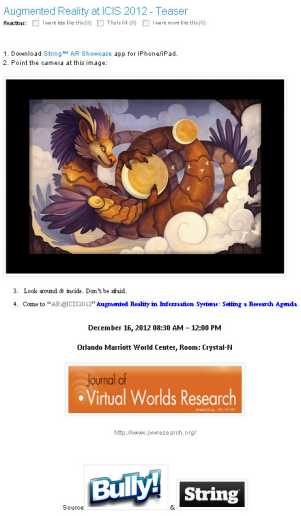


http://www.kickstarter.com/projects/1523379957/oculus-rift-step-into-the-game



www.dryesha.com Source: http://www.youtube.com/watch?v=Fr0wTrUO9wI Page 9

String IOs

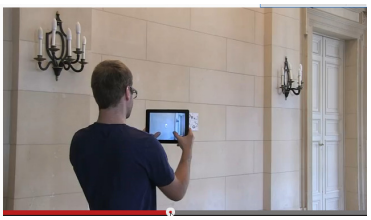


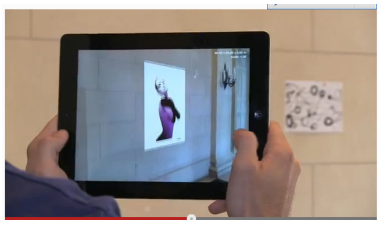
www.dryesha.com Source: http://www.poweredbystring.com/ Page 10

3D Capture

- 123D Catch (make 3D objects)

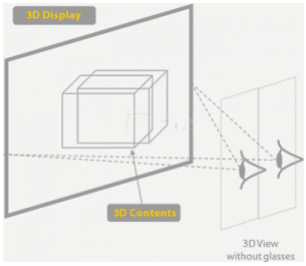
Augment





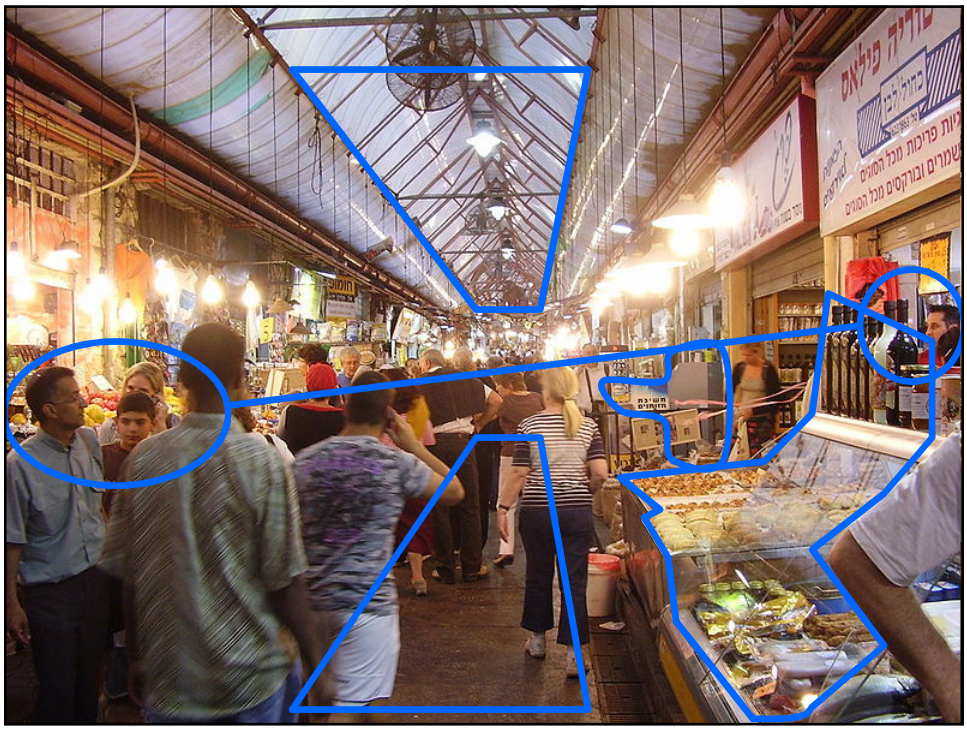
3D with no Glasses

Demo app: i3D – 3D view (based in your eyes)



http://www.3ddisplay.kr/wp-content/uploads/2012/05/3dview-300x258.gif

Also : Apple Patent Application: http://www.inrumor.com/in/technology/iphone-5-rumors-apple-patent-reveals-3d-eye-tracking-technology/



CNN+Facebook

Fun Theory:

Video

www.dryesha.com Source: http://www.youtube.com/watch?v=2lXh2n0aPyw

Amazon Mechanical Turk

amazonmechanical turk
Artificial Artificial Intelligence

- The **Amazon Mechanical Turk** (**MTurk**) is a crowdsourcing Internet marketplace that enables computer programmers (known as *Requesters*) to co-ordinate the use of human intelligence to perform tasks that computers are unable to do yet. It is one of the suites of Amazon Web Services. The Requesters are able to post tasks known as HITs (Human Intelligence Tasks)

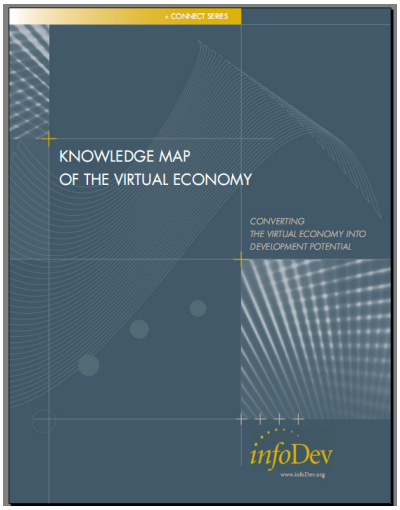
The original Turk:

- **Chess playing automatic machine**
- **Operated by a human operator**

HK Octopus card – Behavior Modification Station

Source: http://www.hongkonghustle.com/local-culture/512/hong-kong-mtr-fare-saver-machine-octopus-card-escalator-hk/

World Bank 2011 Report



Key message:

- Potential of virtual worlds for developing economies

Source: Lehdonvirta, Vili. & Ernkvist, Mirko, 2011. Converting the Virtual Economy into Development Potential: Knowledge Map of the Virtual Economy, Washington, DC; infoDev / World Bank.
Available at
http://www.infodev.org/publications

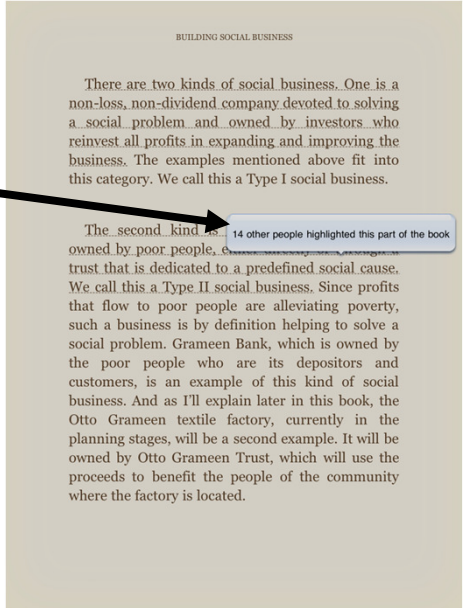
TABLE 3. *The global online game market (in millions)*

Year	China	Korea	North America	Europe	Japan	Others (primarily developing countries)	Total
2007	$2,200	$1,700	$1,500	$1,600	$700	$800	$8,500
2008	$2,400	$2,600	$1,700	$2,000	$800	$900	$10,400
2009	$2,900	$4,000	$1,800	$2,000	$900	$1,000	$12,600
2010 Forecast	$3,700	$5,000	$2,200	$2,500	$900	$1,100	$15,400
2011 Forecast	$4,500	$6,000	$2,500	$2,900	$1,000	$1,100	$18,000
2012 Forecast	$5,600	$7,200	$2,900	$3,300	$1,000	$1,200	$21,200

Source: KOCCA (2010)
Notes: 1. The market figures include both revenues derived from business models based on subscription fees for online games and revenues derived from the sales of virtual items and services by the game operator.
2. While the forecasts for the developed markets (Korea, North America, Europe, Japan) are reasonable, the authors believe that the future market growth potential for developing countries under the heading "others" is underestimated. The growth forecasts do not take into account the accelerating growth rate that is likely to be seen in several developing East Asian countries. Several recent industry analyst reports also suggest more rapid growth in these countries (e.g., Niko Partners 2010, Strategy Analytics 2010, IDC 2010).

Kindle Example:

- Read a book with others. See their highlights.
- Future: You buy a book, and then you also buy commentary (like cliffsnotes).



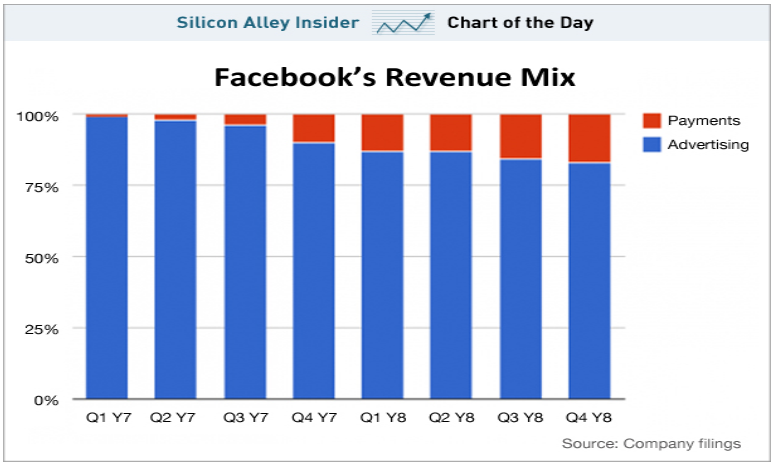
BUILDING SOCIAL BUSINESS

There are two kinds of social business. One is a non-loss, non-dividend company devoted to solving a social problem and owned by investors who reinvest all profits in expanding and improving the business. The examples mentioned above fit into this category. We call this a Type I social business.

The second kind is [illegible] owned by poor people, [illegible] trust that is dedicated to a predefined social cause. We call this a Type II social business. Since profits that flow to poor people are alleviating poverty, such a business is by definition helping to solve a social problem. Grameen Bank, which is owned by the poor people who are its depositors and customers, is an example of this kind of social business. And as I'll explain later in this book, the Otto Grameen textile factory, currently in the planning stages, will be a second example. It will be owned by Otto Grameen Trust, which will use the proceeds to benefit the people of the community where the factory is located.

14 other people highlighted this part of the book

Example: Facebook Credits > Local Money



Interesting Change: https://developers.facebook.com/blog/post/2012/06/19/introducing-subscriptions-and-local-currency-pricing/

Commerce : Critical Difference:

Fake
Virtual Money

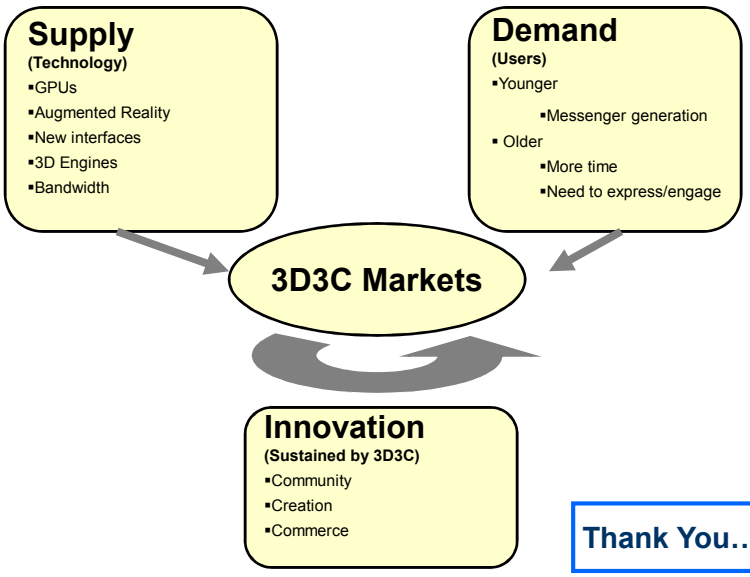
≠

Real
Virtual Money
(when you can take the money out)

Before we conclude:

Question: Turn to AR 3D3C?

AR via 3D3C: A Brave (and Economic) New World



Thank You…