

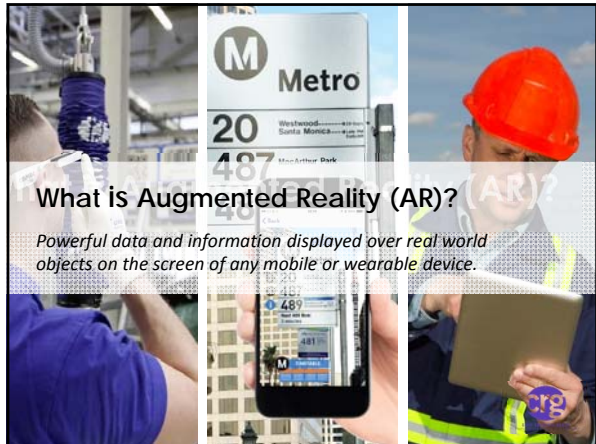
Augmented Reality
Changing the way we "see" & serve California.

crg
CIVIC RESOURCE GROUP
FULFILLING THE PROMISE OF TECHNOLOGY™

Dr. Greg Curtin
Council on the Future of Government, World Economic Forum
Founder & CEO, Civic Resource Group

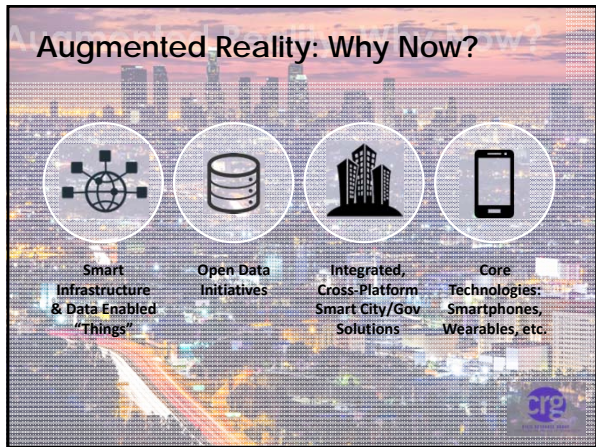










What is Augmented Reality (AR)?

Powerful data and information displayed over real world objects on the screen of any mobile or wearable device.



Augmented Reality: Why Now?

- 
 Smart Infrastructure & Data Enabled Things
- 
 Open Data Initiatives
- 
 Integrated, Cross-Platform Smart City/Gov Solutions
- 
 Core Technologies: Smartphones, Wearables, etc.



Imagine an Augmented World Where Mobile Workers Can Efficiently & Safely Serve

6.4 Billion Connected Things Worldwide in 2016

Imagine an Augmented World Where...
Workers Can "See" Everything They Need
 Wearables, Head-up Display (HUD) & Beyond

30%
 efficiency increase
 when
 information is
 in your field of
 view.

Order #123456789
 Walk to Bin P3-2001-93963

Imagine an Augmented World Where...
Citizens Can Instantly Interact & Engage

Proposed red lights for Marlborough Street
 (Tap for information about this project)

Source: Civic Resource Group

Imagine an Augmented California Where...
Workers Can Maintain Our Natural Resources

Attention: Heat Emergency
 Fire Danger Rating: High

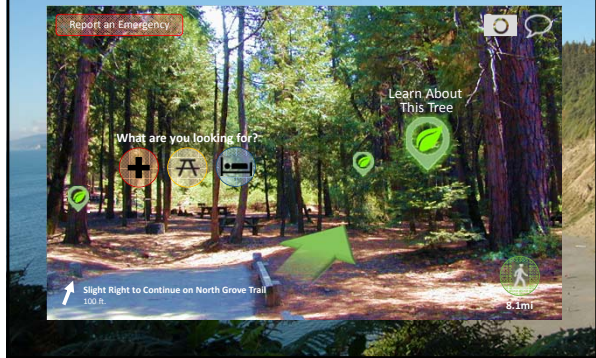
Tap to View
 Service Request

Slight Right to Continue on North Grove Trail
 100 ft

10:25am

1.3mi

Imagine an Augmented California Where... Citizens Can Experience Our Natural Resources



Augmented Reality in Action

 Palm Springs, CA
Palm Springs Bureau of Tourism

 San Francisco/Bay Area, CA
Metropolitan Transportation Commission

 Alameda County, CA
Alameda County Public Works Agency



In Our Data Rich, Contextual, Dynamic World...
Augmented Reality
is changing the way we "see" & serve California.





