Augmented Reality
Changing the way we “see” & serve California.

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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/Site Solutions  Core Technologies: Smartphones, Wearables, etc.

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.

Imagine an Augmented World Where…
Citizens Can Instantly Interact & Engage
There Are Currently 2 Billion+ Smartphone Users Globally.
Source: Civic Resource Group

Imagine an Augmented California Where…
Workers Can Maintain Our Natural Resources
Attention: Heat Advisory
Fire Danger Rating: High
Tap to View Service Request
10:25am Slight Right to Continue on North Grove Trail 100 ft. 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.
Augmented Reality is here. Is California ready?

Questions or want to learn more about AR for the public sector?
www.civicresource.com