

Wow Guidance - Mobile Augmented Reality Game for Tourism and Entertainment

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Turku Game Lab

- Working environment, shared by Turku University of Applied Sciences and the University of Turku since 2009
- Students from both the technical and artistic fields can meet and develop games together
 - New game developers graduating from the lab around 40 per year
- RDI focus: entertainment games, serious games and gamification
 - Projects such as Gamified Solutions in Healthcare (530 k€, Tekes), Fast Wow Effects Boosting SME Business (446 k€, Tekes), Turku Game Lab (225k€, TTY100), GeoSmartCity (250 k€, CIP)
- Active cooperation with industry and other stake-holders



Introduction



Augmented Reality

Virtual Reality



Why Augmented Reality?

- WOW effects
- Helps people to visualize functionality
- Intuitive for people



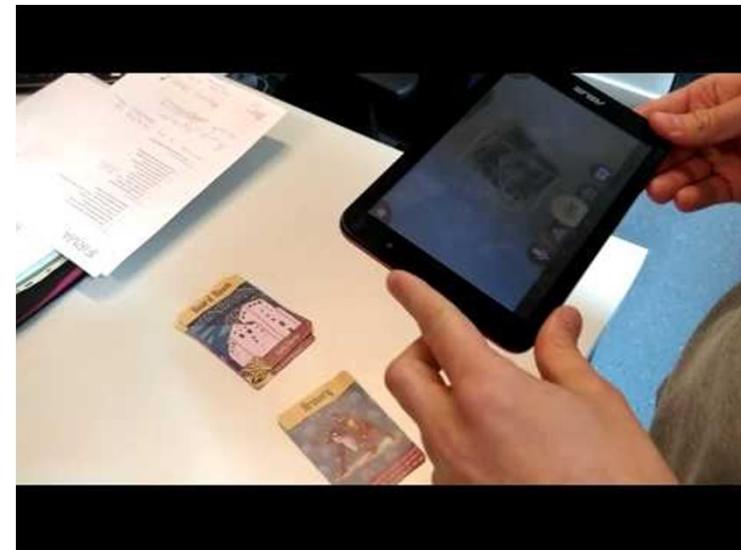
Vares Demo

- Detective game
- Location based
- Promotion of the Vares brand
- Movie industry tourism



Turku Castle Demo

- Engaging guide for tourists
- Gamified experience
- Physical collectible cards
- Educating



Goals and future plans

- Platform for multiple use cases
- Scalable & expandable
- WoW Effect



Thank you!

Questions?

Contact

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