

AVRSPOT | CASE STUDY

AUGMENTED REALITY SOCCER

KICKALLEY

MAIN TOOLS AND TECHNOLOGIES:

- Unity 3D;
- Computer Vision Algorithms.

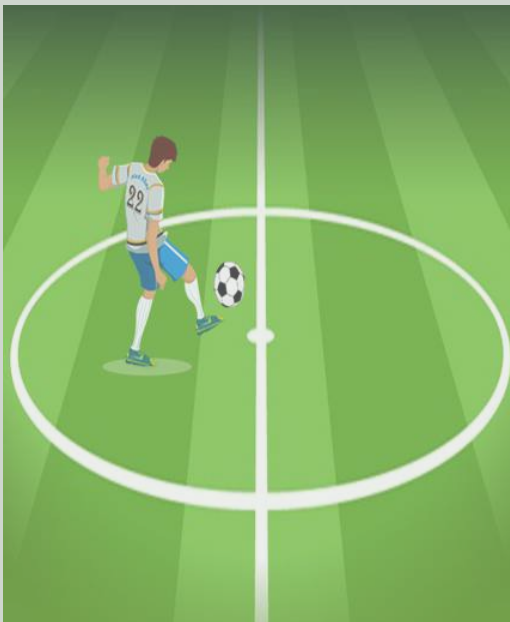
SCOPE OF SERVICE:

- Logic Development;
- Project Structure Creation;
- Object Recognition Execution.



OVERVIEW

KickAlley, a popular Canadian game supplier, contracted AVRspot in order to develop an interactive augmented reality soccer game from scratch.



OBJECTIVES:

The app would recognize human's foot and its motion so the user could kick the virtual soccer ball and remember the foot of the player to count scores for each session. The user would have a possibility to share the final soccer results on Twitter and Facebook.

The customer also wanted to have an opportunity to keep track of the players, session duration and the scores. KickAlley preferred AVRspot to other development studios by reason of the company's solid AR expertise, flexibility in terms of cooperation and ability to meet deadlines.

SOLUTION

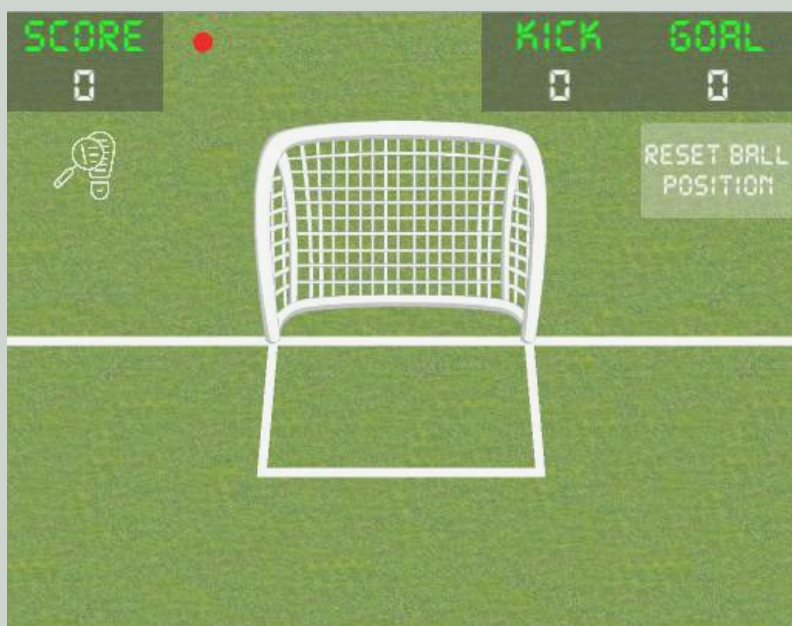
AVRspot helped to implement the interactive, augmented reality soccer game to satisfy the customer's demand for an entertaining, state-of-the-art mobile application. Besides, the soccer game has been integrated with GameSparks to give its users a possibility to log in to the game and ensure that the game results are stored. The cooperation with the AVRspot team allowed our partner to obtain the high-quality augmented reality soccer game.



HOW WE DID IT

AVRspot began the project execution by developing a logical framework along with the project structure creation that would set the whole application on the motion. The developed, augmented reality application is an interactive game solution that allows the users to play soccer using their real foot.

Thanks to the function of object recognition, the user's foot can be detected, allowing the program to identify each player and offer a new game for another user respectively. By applying Unity 3D cross-platform game engine and Computer Vision algorithms AVRspot managed to add real-time computer vision and motion tracking functions to the application.



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BENEFITS

- Augmented Reality creates the rich and interactive user experience in a new and inventive way.
- It integrates visual and audio content with the user's environment in real time and brings digital to the real world.
- Augmented Reality uses the current environment and generates a playing field within it.
- It increases brand awareness.
- Augmented Reality allows generating detailed analytics for understanding the user behavior.
- Augmented Reality significantly improves customer experience.

RESULTS

The developed application provides the players with a greater user experience, allowing to participate in a soccer game and to kick the ball using their real foot. The application extremely increases the engagement of the player as well as provides a possibility to analyze the game results. A new Augmented Reality Soccer Game with GameSparks integration allows its owner to keep track of the players, session duration and the scores.