

Aurasma

What is Aurasma?

Aurasma is a mobile application that merges the physical and virtual worlds together. Available on smartphones, the app was created out of technology that is capable of recognizing images, symbols and objects in the real world and can deliver relevant content in real time, including videos, animations, audio or webpages.



Website: <http://www.aurasma.com/>

Installing Aurasma Lite


The app currently works on the iPhone 4, iPhone 4S, iPad 2, and Android devices. You can download Aurasma for free from the App Store or Android Market.

<http://itunes.com/apps/aurasma/aurasmalite>

Creating your own Visual Auras

1. To get started, select .
2. Capture your image in the view pane. Pick a flat image with a green bar for strength. Choose between creating a regular Aura — an Aura visible anywhere, or a Location Aura — appearing in one significant geographical location.
Then click .
3. What do you want to link the image to? Select an image or video from your device, give it a name and then position it over the target image. Click "Done".
4. Resize and rescale your new Aura.
5. Wait for the white bubble to say your Aura is ready to view.





Viewing Visual Auras

1. Select .
2. Point your camera at one of your own Aura images or at a Super Aura (such as the back of a twenty dollar bill).

Viewing Location Auras

1. Click on Location Auras to see what Auras can be found near you.
2. On the main Aurasma screen, look out for the icons of nearby Auras. The icon gives you the images to look out for and the distance you need to travel to find them.

Sharing Auras

1. To share an Aura, select the Aura from the  menu and select .
2. To share a Location Aura, press it in the tray, then press  in the preview.
3. To share any Aura you can also press the  icon while it is playing.

For More information

- Tutorial 1: Create your own Aura
<http://youtu.be/GOPWEV3cMEo>
- Tutorial 2: Create and view Location Auras
<http://youtu.be/GKMapeAOjEk>
- Tutorial 3: How to view a Super Aura
<http://www.youtube.com/watch?v=6uFb4mJqmdc>
- Tutorial 4: op Tips for making Auras and Super Auras
<http://www.youtube.com/watch?v=2t3LNGfjVAw>