Aurasmsa - Getting Started

Aurasma is a mobile application that plays media when a 'trigger image' is activated by viewing through the camera of your mobile device. Website : http://www.aurasma.com/

You can download the app from google play for android or iTunes for apple devices. Current version (August 2014) is 3.3.0 (requires android 4.0 or iOS 7.0 or above). Official user guides seem hard to find (it is assumed process is so simple it does not require much help) and many online resources, although helpful are based around 2.0 or earlier.

Aurasma starts from the scanning screen or viewfinder (*camera view with superimposed pulsing circle of dots*) . This has an '*i*' in the top left corner which gives you short instructions in a user guide. The '**⋔**' icon at the bottom of puts you in the 'Explore' page (*shown in figure 1.*) showing recent popular auras.

+ create aura, **[ ]** scan for triggers, **🔍** Search for auras, locations, channels. The last one is your profile (this defaults to 'Me' if you have not registered or signed in to aurasma).

 '**Search**' - allows you to look via location or via auras, channel s and other users. A channel is a name for a collection of auras, typically from one person but can be a collection; by default you are following the 'popular' aura channel (*shown in the figure 1*).

To see a simple home made example search for **mhwh42** (user name) or channel **CGT_PDP_MH** . You should get an icon, a name and on the right hand side of the screen an arrow – tap on this to go to a screen which allows you to 'follow' the channel.

When you aim at the trigger image(tap [ ] to return to the scanner screen) you will get a short video clip on a repeat loop.
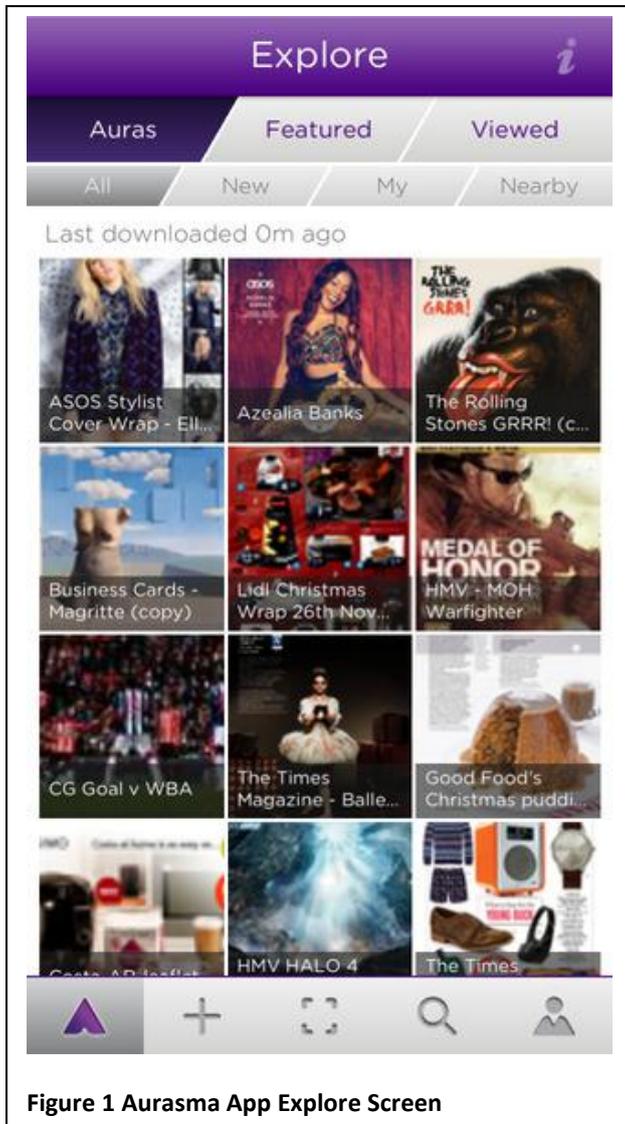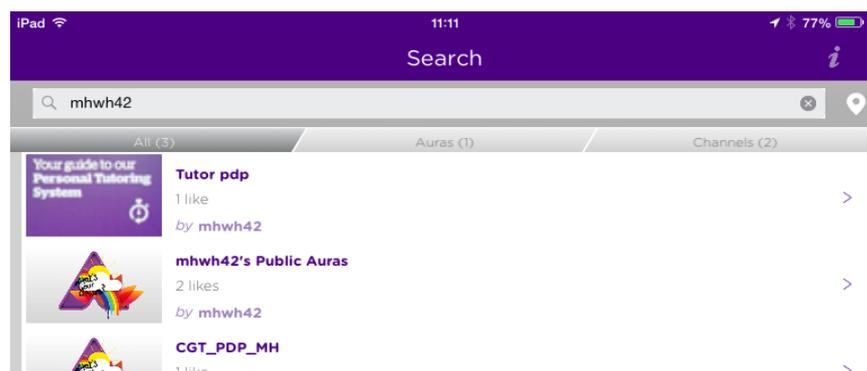
Figure 1 Aurasma App Explore Screen

Here is a link to an online version of the trigger image, so that you can display this on your pc screen and use it to trigger the aura (in MyAnglia, navigate to 'Student Services', 'Our personal tutoring system '(*link is at bottom of right hand menu list*),'Your guide to our persona tutoring system' – or you can use a paper copy.
http://web.anglia.ac.uk/anet/student_services/public/Personal%20Tutoring%20-%20Student%20Guide%202014-15%20WEB.pdf

Glossary:

- **Aura** – augmented reality content creating in aurasma
- **Trigger Image** – static image that is taken from real world object, scanned by the app and used to link content.
- **Overlay** – the images / video or other media that 'plays' on the device when the trigger image has been scanned.
- **Channel** – allows auras to be grouped and made public to others.

Handy hints – taking a screen shot / screen capture
iphone / ipad:
Press 'sleep' (i.e. on/off button on the edge) and home (the dimple button on the front at the same time and the screen will 'blink' and the image will be saved in photos from where you can email or transfer the snapshot.
Android (4.0+)
Android 4.0 (Jelly Bean) has an actual screen shot button at the bottom of the main screen.
But later versions require you to Hold down Power and Home buttons, (Samsung) or Power and Volume Down buttons (Nexus). Most devices will do one or other of these, or download a screenshot app.
For all these options the image will be put into an album/folder called screenshots accessible from the Gallery app.

Useful links:
3.26min video introduction to the Aurasma App. http://youtu.be/2ylRCVQtyWA , quick and easy guideto using and creating simple content on your mobile device.

6.44 min video explanation and tutorial on creating an Aura on IOS. http://youtu.be/VJ_UEfoNzbI

Developing Auras on the desktop – you need to be a 'partner / customer' and register (for free) for Aurasma Studio: http://www.aurasma.com/partners/

FAQ and other links to video tutorials, community support site and guides for the aurasma studio.: http://www.aurasma.com/become-a-partner

Document (pdf) explaining Aurasma in general , good practice and how to create content (but seems to be for a slightly earlier version, OK but some menus etc. not quite the same). Customer Guidelines: http://www-cdn.aurasma.com/wp-content/uploads/Customer-Guidelines.pdf - gives information on how to create 2.5 and 3D auras.

Community network and knowledge base: https://aurasma.zendesk.com/home

IOS webpage for app: https://itunes.apple.com/gb/app/aurasma-lite/id432526396?mt=8

Android web page for app: https://play.google.com/store/apps/details?id=com.aurasma.aurasma

Creating an Aura from an App – tap +

1. **Choose overlay** i.e. the media you want to play–
   Library tab – opens with a library of pre-existing overlays.
   Device tab - Or choose 'Device to use existing image / video/ sound / 3D model etc.
   Allows preview and select.

2. **Choose Trigger** – scan an image with the camera, note the scale at the bottom, when slider is at the right hand end the image has sufficient clarity and uniqueness for a trigger. Press camera icon to record. Location trigger is also available.
3. **Position overlay** – You can move the overlay around with your finger.
4. **Create**
   > *Name*, give aura a name
   > *Private / Public* – if you want the aura to be visible on other devices you need to register so that you can make it public. 'Join' has a New /existing slider so that you can either create a new account (it just needs unique username password and valid email) or login with an existing account.
   > *Add to Channel* ? *Yes/No* – A channel makes it easier to find and organise your auras, if you don't have any channels you can register and create a new channel at this point.
5. **Finish**
   > Aura is ready on your device.
6. **Scan / Play**
   > Scan the trigger image to play the media. You can capture an image of the media play from the camera icon at the base of the screen. This can email, send to social media or save to the device.