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, the app store for Apple devices (requires android 4.0 or iOS 7.0).
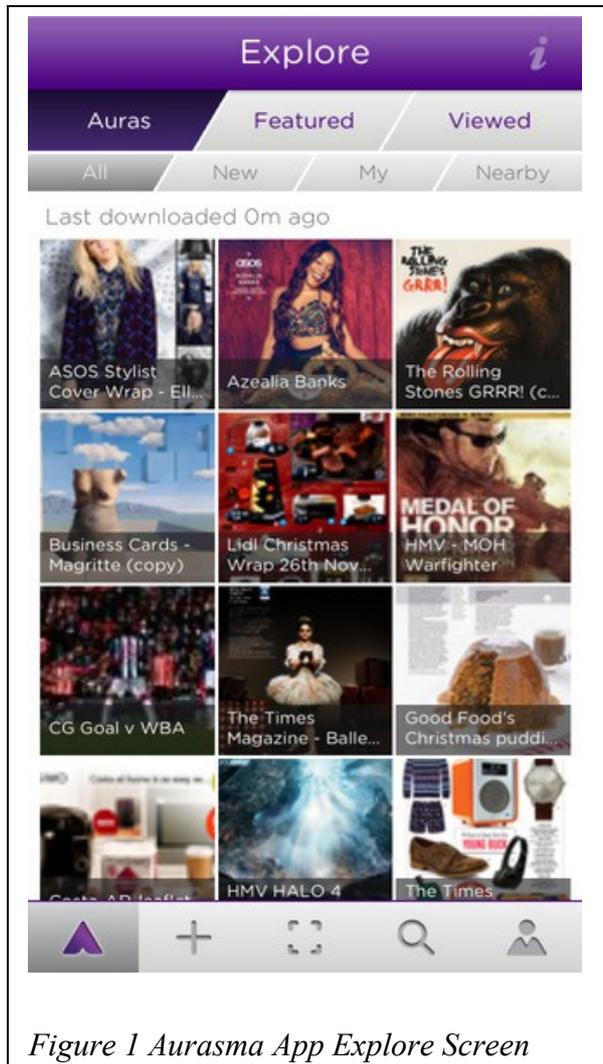

Figure 1 Aurasma App Explore Screen

For the first time you start Aursama it may ask you to join or register an account. If you are just planning to see how it works and view a few demonstrations you can skip this. Any Auras you create will only be viewable on your device, but you can register or log into an account later and move anything you created to the public channel.

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 '**A**' 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, channels 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 but can 'follow' other channels to see their content.

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.

Accessing Aurasma (*see below for quick access***)**
- Connect your device to the local WiFi using your Anglia Ruskin user account.
- Download Aurasma from your device (google play or iTunes) – (for the poster session the devices supplied by Anglia will have this already installed.)
- Start Aurasma, and try out some of the public auras available.
- Use Search to find and 'follow' the **aruposter** channel, (this should be part of the **books4U** user output)

Quick Access to Aursama

If you follow a link to an aura Aurasma will check to see if your device has the app, if not it will ask you to follow a link to download it, then it will start load the aura ready for use.
We have a simple example 'Epping Forest' – accesed by the link or the QR code (on ARU devices you can use the Layar ap)
http://auras.ma/s/T8FGa

Here is a link to an online version of the Epping Forest trigger image (*see accreditation for IP below*), so that you can display this on a separate device or pc screen, point your device at it and use it to trigger the aura.
https://angliasledu.files.wordpress.com/2015/02/epping_foresttrigger.jpg

My First Aura

It is a good idea for you to try out how you can create and trigger an aura before you get too involved in creating your own content. Here are the steps you need to take to create your first aura.You don't have to be registered or logged into Aurasma to create your own 'private' aura (you can add this to a public channel for all to see later).

- Start aurasma and use the **A** icon to access the menu, then select the **+** button

- You will be asked to choose an overlay – this is the media that will be played over the 'real world' trigger image.

- By default you are given a selection of animations, (from the **library** tab at the base of the screen) but you can also use media on the device, or record an image or video live using your device camera (**device** tab at the base of the screen) For now try out a library animation, which should preview – if you don't like it tap the X on the top window bar and start again.

- Once you have selected your media you should see the **Capture Trigger Image** screen with a slider scale to indicate the quality of the trigger image. The image should be unique (faces and some images don't work very well as they are too similar) and easily repeatable – so watch out for things in the image that might move or change. Make sure your scale is in the green zone when you tap the camera icon to capture the image.

- Your media will be previewed on top of your trigger image and you can use your fingers to move, resize (use the cross control) or by using the circle control you can rotate (with some difficulty) in three dimensions.

- Once you are happy with where the media is playing you can progress (tap the **>** icon) and you will be asked to name your aura.

- If you are not registered your aura will only be available as 'private' but you can edit your aura and add it to an account and public channel later.

Creating Poster Content
- Take a photo of book/ or picture from copyright free website
- Summarise in three short paragraphs
- Write a quote about why you think it is fantastic
- Write no more than 3/4 short sentences that will 'sell' the book to other readers
- Write a short (10 – 15 seconds) audio script for you filming either yourself talking about the book and why it is your book or choice, or for you/ a colleague discussing the merits of this book

Filming your AR video clip
- Use your device to capture video (relatively low resolution is OK)

- Short clips of 10 - 15 seconds are better than longer clips, the total has to be less that 20Mb.
- We can use Windows movie maker when we get to the PCs to edit clips together, edit out and change resolution, but it is easiest to shoot what you need in one go.

Creating your poster

We have put an example poster and word template on the blog site. Creating the poster is best done when you have access to a PC and can edit the template by adding your images and text. When you have finished editing your document it is best to save it as a pdf as well as the editable word file.

Putting it all Together

You will need:

> **Video** – this should be in your device.
>
> **Trigger image** – this should be the same image as you use in your poster, otherwise use a part of the final version of your poster as the trigger image. You can use images that are on the screen but otherwise these should be something in the real world.

Log in to the books4U account

- Start the Aurasma app, from the menu screen (tap the **A** at the bottom of the screen), select the far right '**person**' icon.

- The account page has a   tab to show what channels you are following, a tab for **My Auras** and an **Account tab**. Tap on the Account tab

- To join the poster session channel you need to slide the slider from ''new' to 'existing' then log in with user name **books4U** and password **arubook2015** - leave the default email as 'debbie.holley@anglia.ac.uk – you should see the user name in the top of the screen.

Creating your book / poster aura

- Tap on **+** to create a new aura

- Choose the 'device' tab to select your overlay – this will likely say 'no overlays found'

- Tap on the **+** at the top right of the screen – this will allow you to add material from the 'Camera' or 'Photo Album', this will allow you to add images or video from the memory of the device . Select the video you wish to use, give it a name and let it upload (must be less than 20 Mb).

- Once uploaded you will see your new overlay ready to use, tap on it and then the 'select' button to progress to the trigger selection page.

- You can now create a new aura with the overlay you have created. Aim your device camera at the image you want to use as a trigger and when you have a green indication from the slider tap on the camera icon to save the trigger. Remember you can use the frame in the trigger screen to crop the image to select only what you want.

- Resize or Position the overlay as required – it will play on a repeated loop until you tap the > icon at the bottom left of the screen

- Name the aura (something that reminds you of the trigger would be good

- Slide the 'add to a channel' from NO to YES

- Select the Public tab and you should see the aruposter channel appear, if there is more than one public channel you will be able to select the one you want, then tap **Finish>**

- The system should create your aura and you should be able to use the viewfinder screen by aiming the camera at your trigger to test out your aura.

Publishing an existing aura

- If you have already created your aura as private, device only access then you can move the aura from the device to a public channel.

- Make sure you are log in to the books4U account.

- From the 'Explore' / 'menu' page you may see your aura, in the list, or you may have to search for it. Once selected you may have to tap on the channel icon, but will then see the details of the aura on the 'My Private Auras' page.

- Above your selected aura will be a tool bar with a pencil icon – tap that to pop up a delete> / move> icon.

- Select the Move > and tap the Yes radio button to add to a channel, tap the Public tab and you should get the aruposter channel appear. If there is more than one channel, make sure you select the right one then tap Finish > . This will upload your aura to the public chanel and remove it from the list of My Private Auras,

Saving your poster work

A simple way to save your work is to email both the pdf and the word document of your poster to mike.hobbs@.anglia.ac.uk.

Using the handy hints below you should be able to record your poster aura by saving the screen images as a video.

We may also have a USB stick or access to a network storage area.

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.

Resources
Epping Forest image "Epping Forest Centenary Walk 2 - Sept 2008" by Diliff - Own work. Licensed under CC BY-SA 3.0 via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:Epping_Forest_Centenary_Walk_2_-_Sept_2008.jpg#mediaviewer/File:Epping_Forest_Centenary_Walk_2_-_Sept_2008.jpg),