

Section 2

Chapter 9 - Gamification and Self-Direct Learning: The Use of Mobile Applications in Education and Lifelong Learning

Case Scenario 3

Title: **Arloopa**

Description:

ARLOOPA Inc. is a game development company and applications of augmented reality (AR) and virtual reality (VR) that provides advanced services of AR and VR, such as augmented reality services based on cloud, augmented reality apps with custom brand and game development.

ARLOOPA uses augmented reality, image recognition and computer vision technology to convert the real world into interactive, content-rich experiences.

For example, anyone with a mobile device, such as a smartphone or tablet, can enjoy Van Gogh's virtual bedroom tour. All you need to do is launch the application and choose from the models proposed that of Van Gogh's Bedroom, then point the camera to the floor and here appears a sort of dimensional transition, a door through which you can enter the bedroom and observe its interior, reconstructed in 3D graphics inspired stylistically by the painting of the famous painter. You can then create photos, gifs and videos of your experience and use the social buttons of the application to share it with friends.

Using advanced tracking and localization data, ARLOOPA recognizes and reconstructs the environment in a surprisingly faithful level of detail, bringing objects back to their original glory.



Users can then navigate through an augmented 3D environment mixed with the real world, discovering every detail and nuance, just as if they had entered a time machine.¹

There are many augmented reality applications like this. Among the others, we point out HP Reveal (formerly Aurasma, the pioneering application that first gave the possibility to anyone to create "auras" of AR) and ARTIVIVE, particularly suitable to be used to superimpose on works of art "levels" of information, details, animation, graphics and movies, which with a little creativity can be used to transform physical spaces into real "learning environments".

¹ <https://medium.com/@narpoghos5/you-are-invited-to-take-a-virtual-tour-to-van-gogh-s-bedroom-in-arles-a907c4318e08>

