



FOOTPRINT

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Background & Concept



countless social applications copy from one after another
we need a easier and intuitive way to share and read inforamtions

Background & Concept



facebook   

Search 

Mark Zuckerberg

 Works at Facebook  Studied Computer Science at Harvard University, California  Knows English, Mandarin Chinese  From Dobbs Ferry, New York 1984

Education and Work

Employers

 **Facebook** with Joey Flynn
Feb 2004 to present · Palo Alto, California
• **Open Graph** with Carl Spogreen · Apr 2010 to present
Trying to help all services interoperate with the graph.

College

 **Harvard University**
Computer Science · Psychology
• **CS161. Operating Systems** with David Leininger
Welsh
• **CS182. Intelligent Machines** with David Leininger
Rosworth

 Wall
 Info

Share Profile
Report/Block this Person

facebook

Email Password   

 Facebook helps you connect and share with the people in your life.

Madonnalicious  

Community Page about Madonna

Wall **Madonnalicious · Everyone (Top posts)**

Shared  

Write something...

 **Madonnalicious** shared a link.

 **Fan Pictures: Madonna at Roseland Ballroom - Part 5**
madonnalicious.typepad.com
madonnalicious reader Matt Ray all the way from Melbourne, Australia for the Roseland Ballroom show and took these great pictures at the event.

 Like ·  Comment · Yesterday at 00:33 · 16

 16 Arcan and 16 Voudgoudou like this.

 **Madonnalicious**

 **US Magazine: Star**
Madonnalicious shared a post with Typed.
The 20 November issue of US magazine Star featured this picture of Madonna and Lil Buck at the Scream! Nightlife exchange event - click to enlarge the picture. Thanks to Elvira

 Like ·  Comment · Monday at 09:01 via Typed.

 Anthony Aruso likes this.

 Wall
 Info
 Photos

About
The UK's number one website about all things Madonna. Celebrating ten years...

169 like this
66 talking about this



Background & Concept



Background & Concept



“Footprint” is a social application. It combines functions of social networks and augmented reality. On the basis of the social networks, with the help of augmented reality, “Footprint” extends virtual social networks to the real world.



Facebook



Aurasma

Background & Concept



/ Step 1

Pick your content from our library or your device.



Create



/ Step 2

Take a clear picture of your trigger - don't press the button until the bar goes green!



Ok



/ Step 3

Get your content into position and scale it. When you're ready, tap the arrow.



Ok





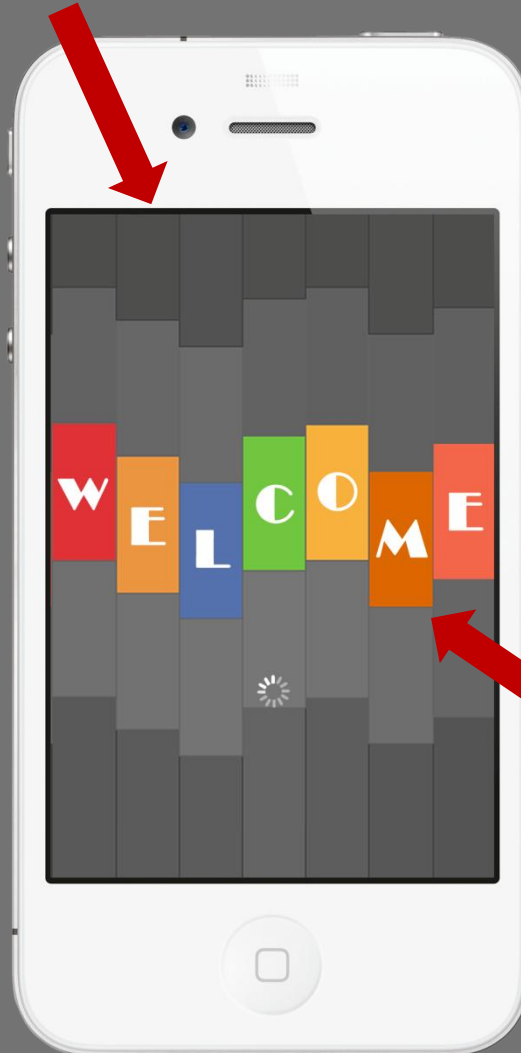
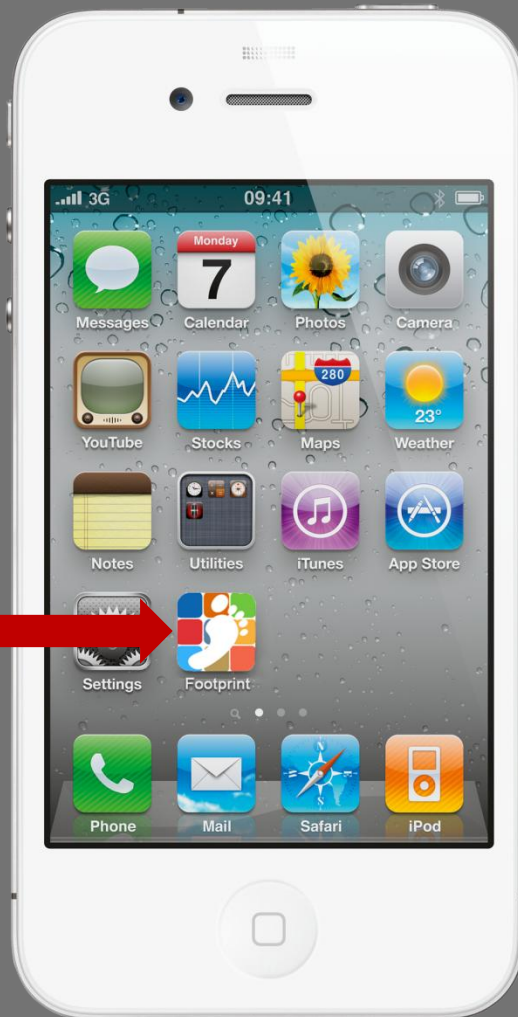
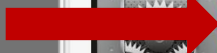
Apps Name		Footprint
Type	Social Application	
Operating System (OS)	iOS	
Minimun Screen-Resolution	640 x 960	
Minimun OS Version	iOS 4.0	
Price	Free	

User interface

make your social life more colorful



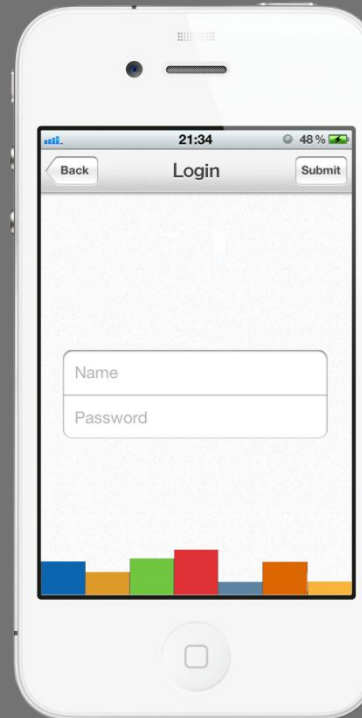
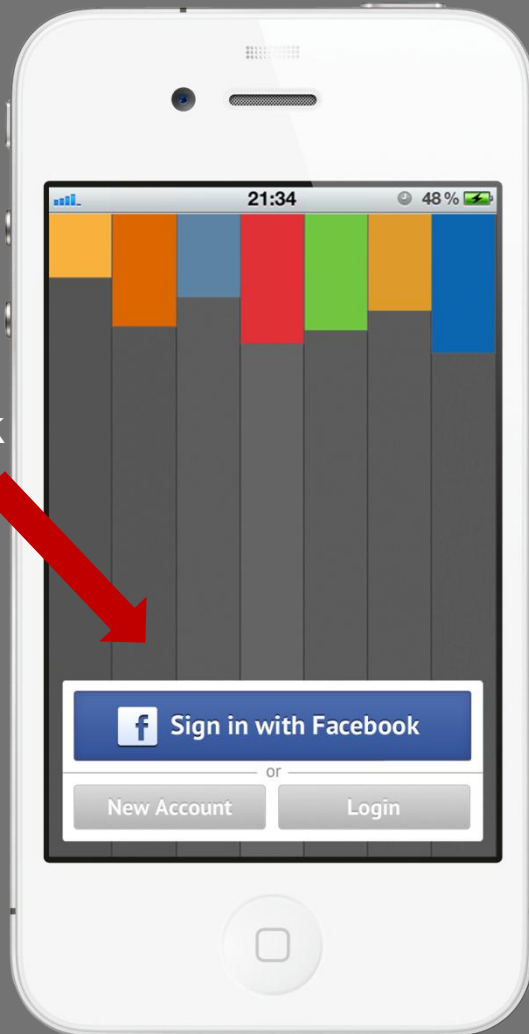
Icon



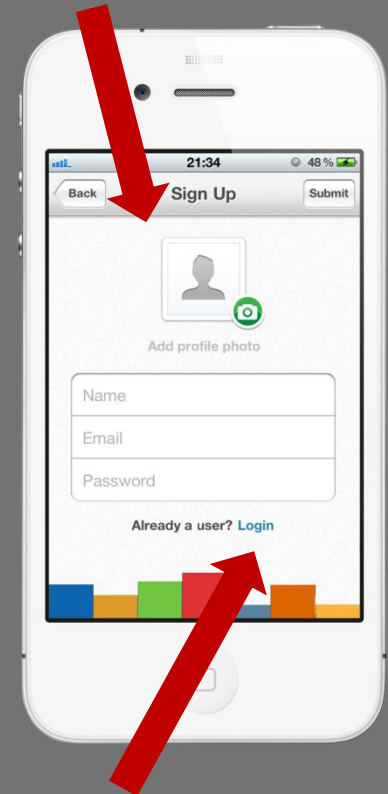
stairs

Login screen

facebook
account



personal photos



you can also login here

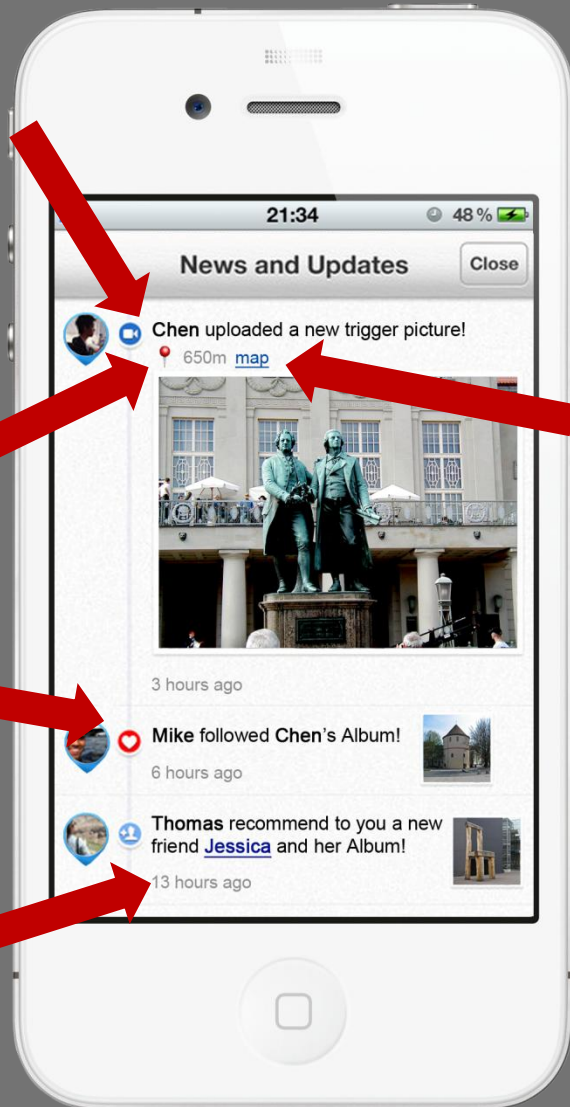
10

video

distance

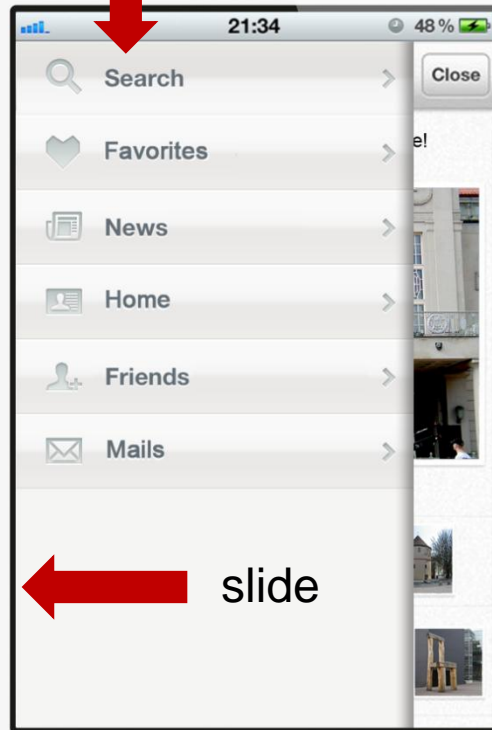
follow

recommend
friend



map

menu

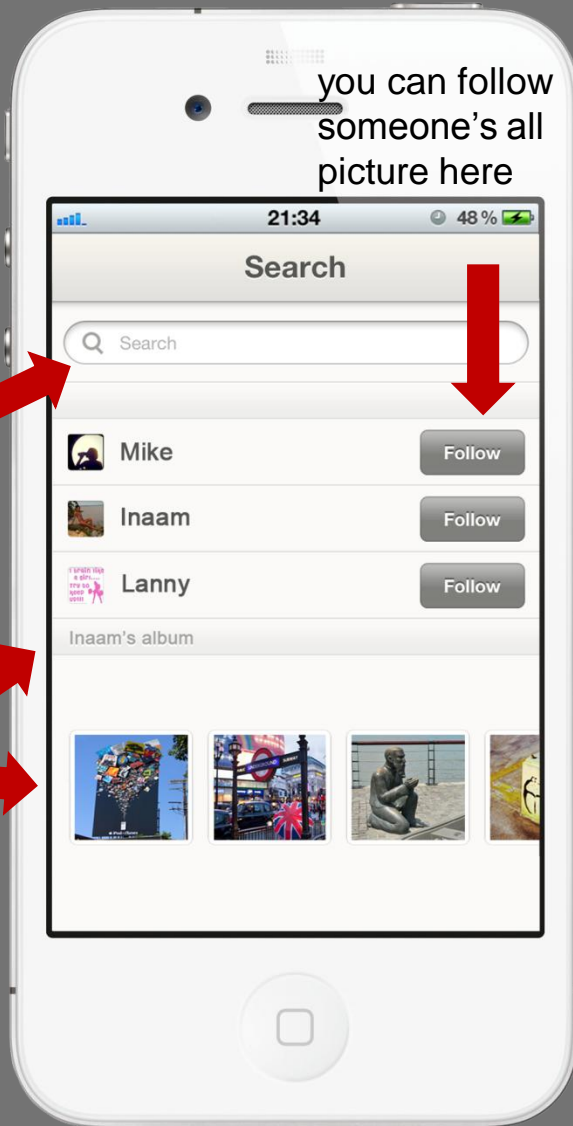


slide

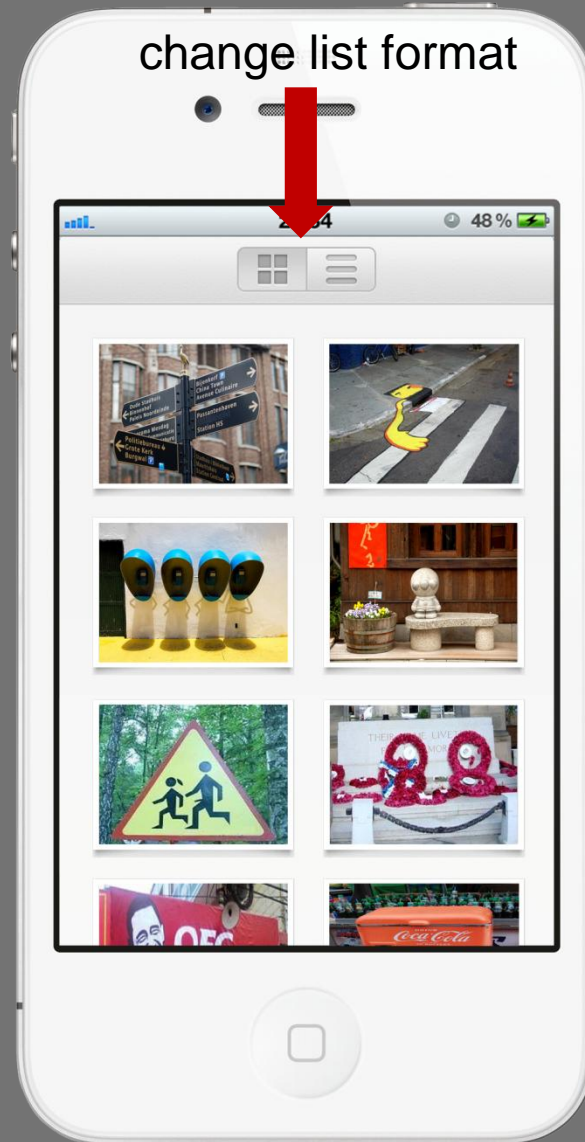
you can follow
someone's all
picture here

friend's
name

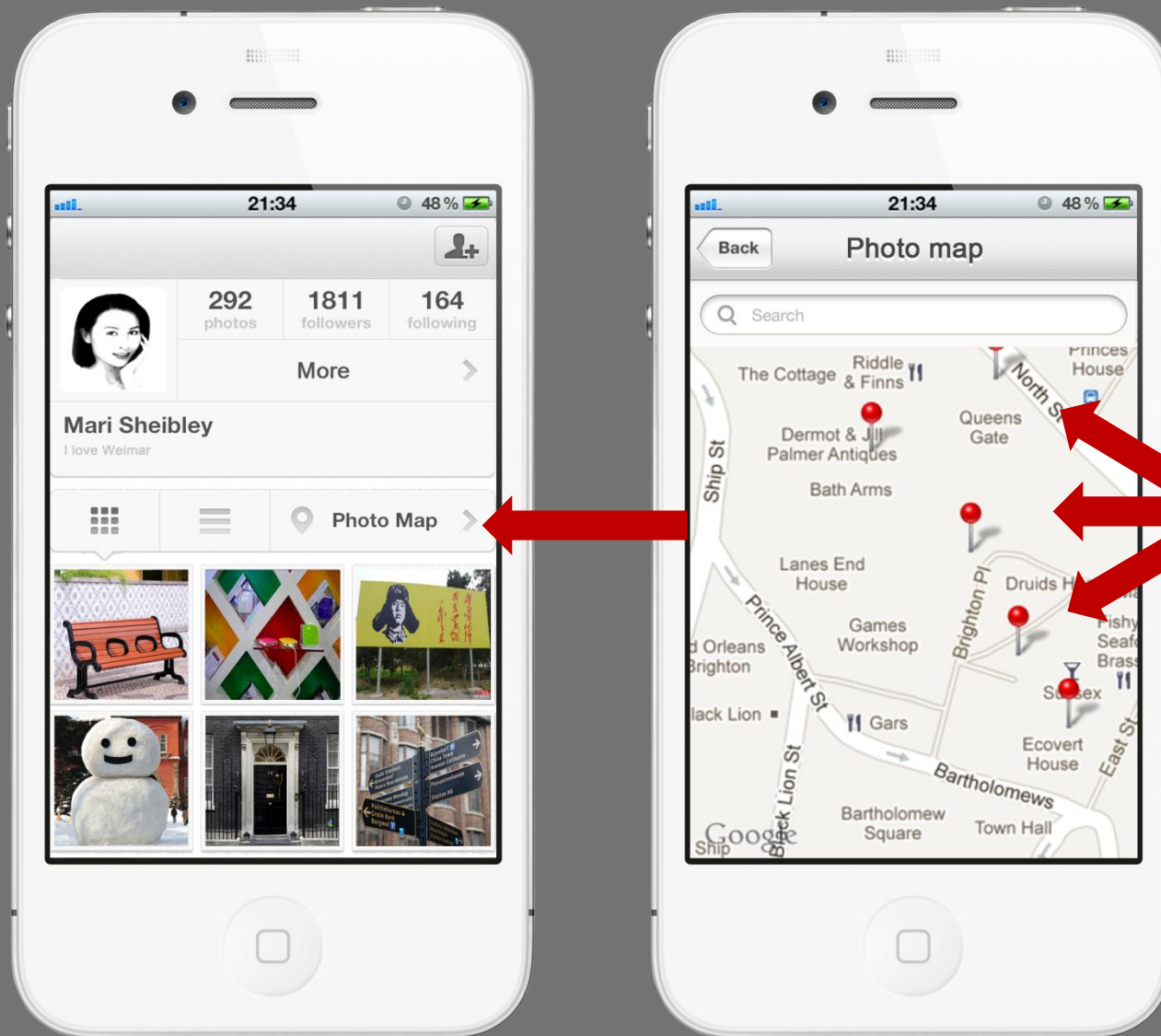
friend's
album



change list format

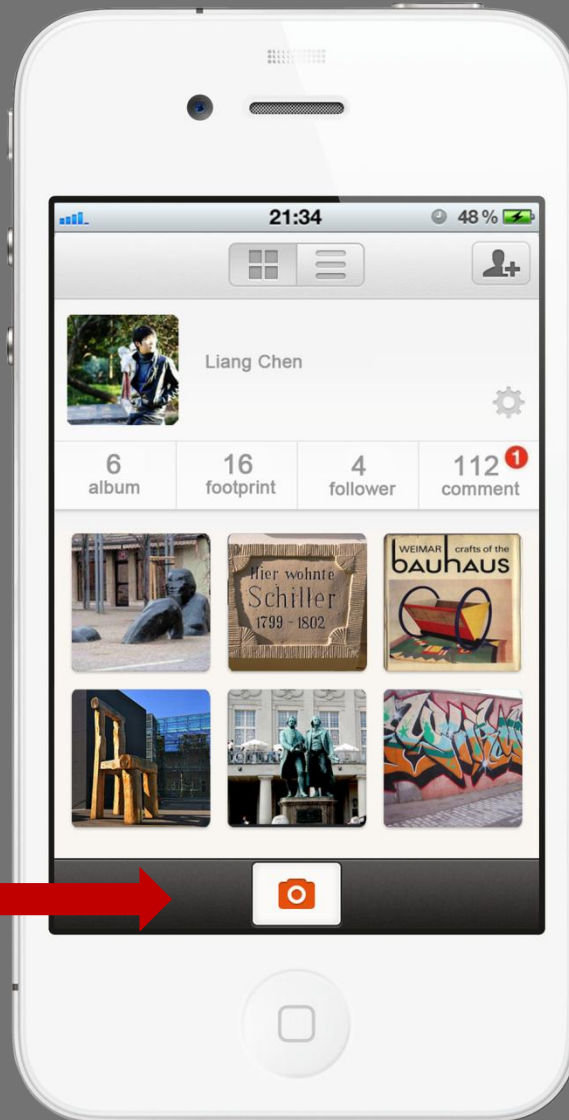


Friend's page



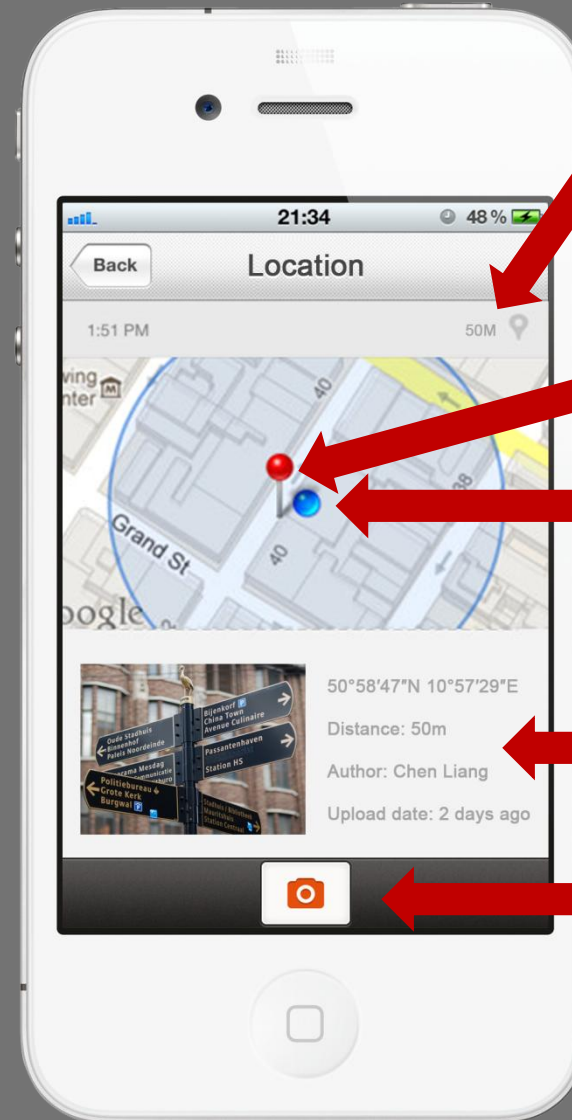
your
friend's
messages

my homepage



create
new
augmented
reality

trigger picture info



distance

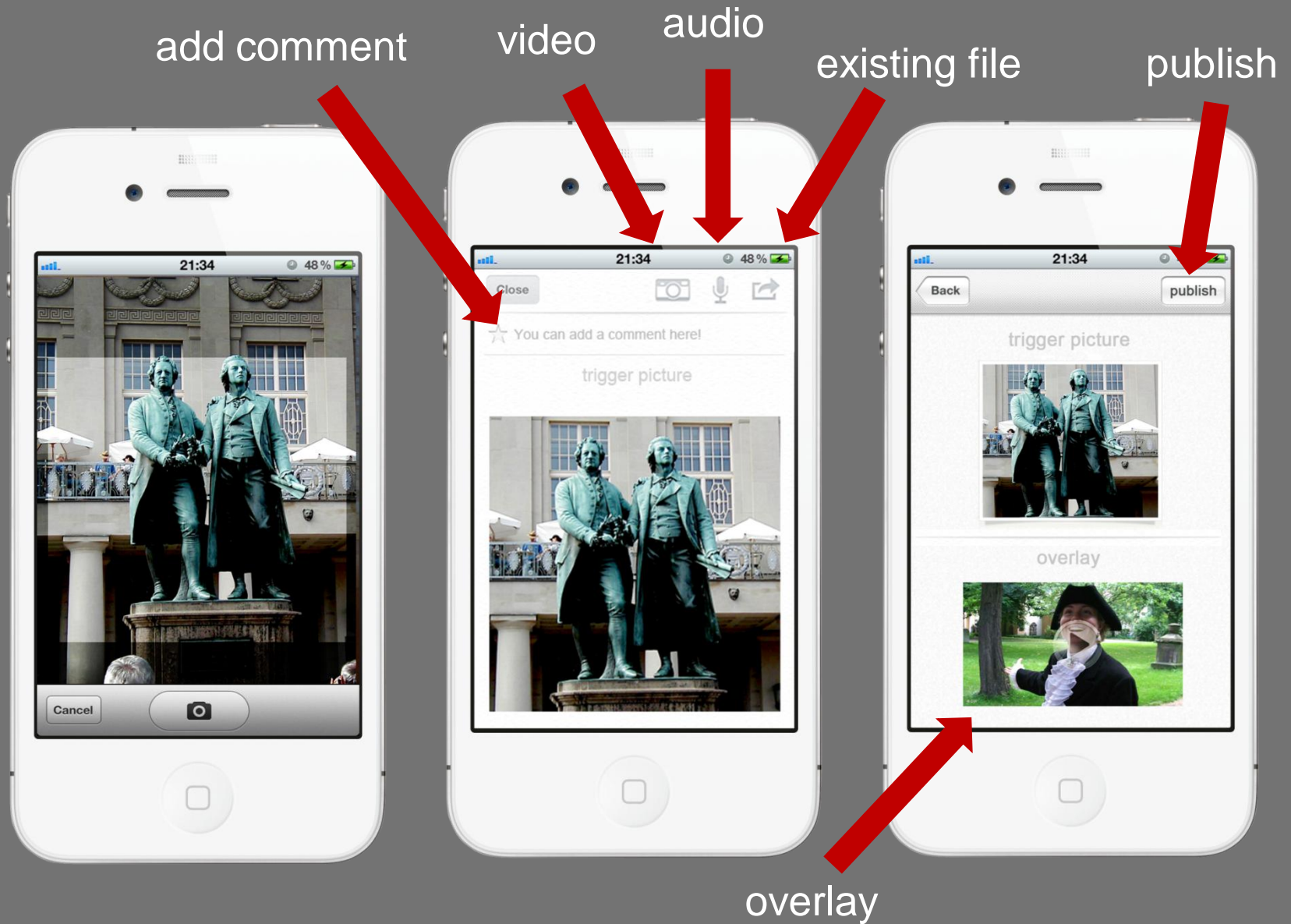
trigger
thing's
location

your location

picture info

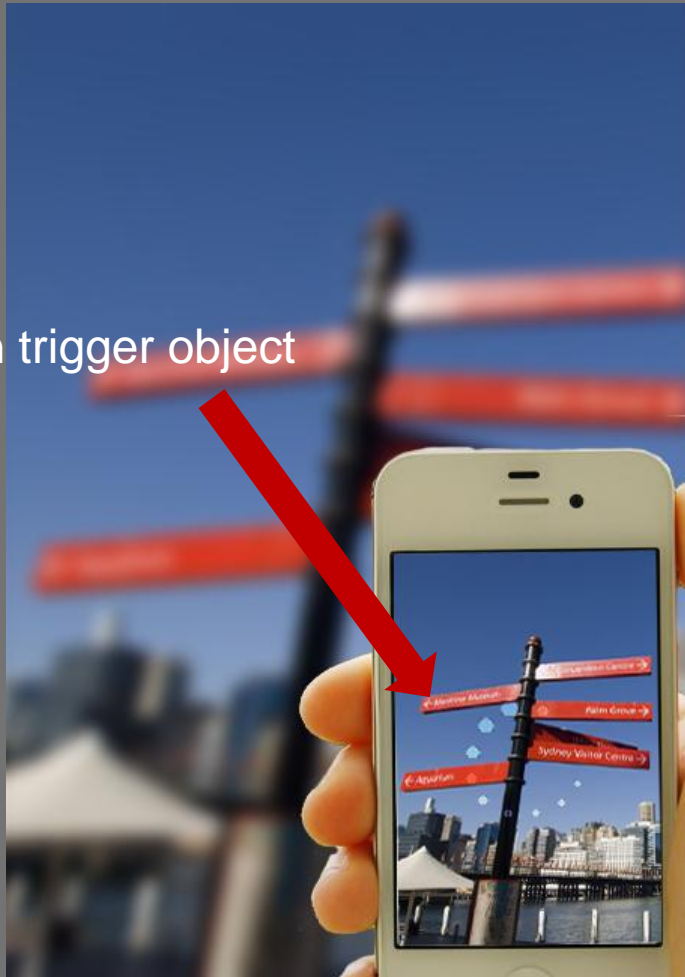
scan&read
information

How to create

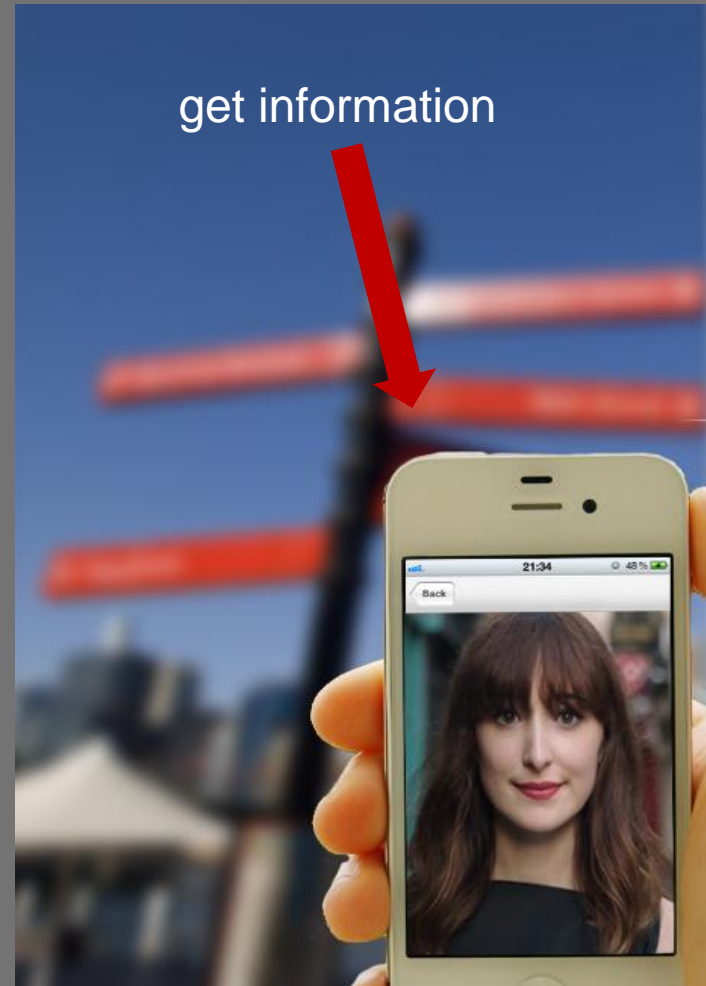


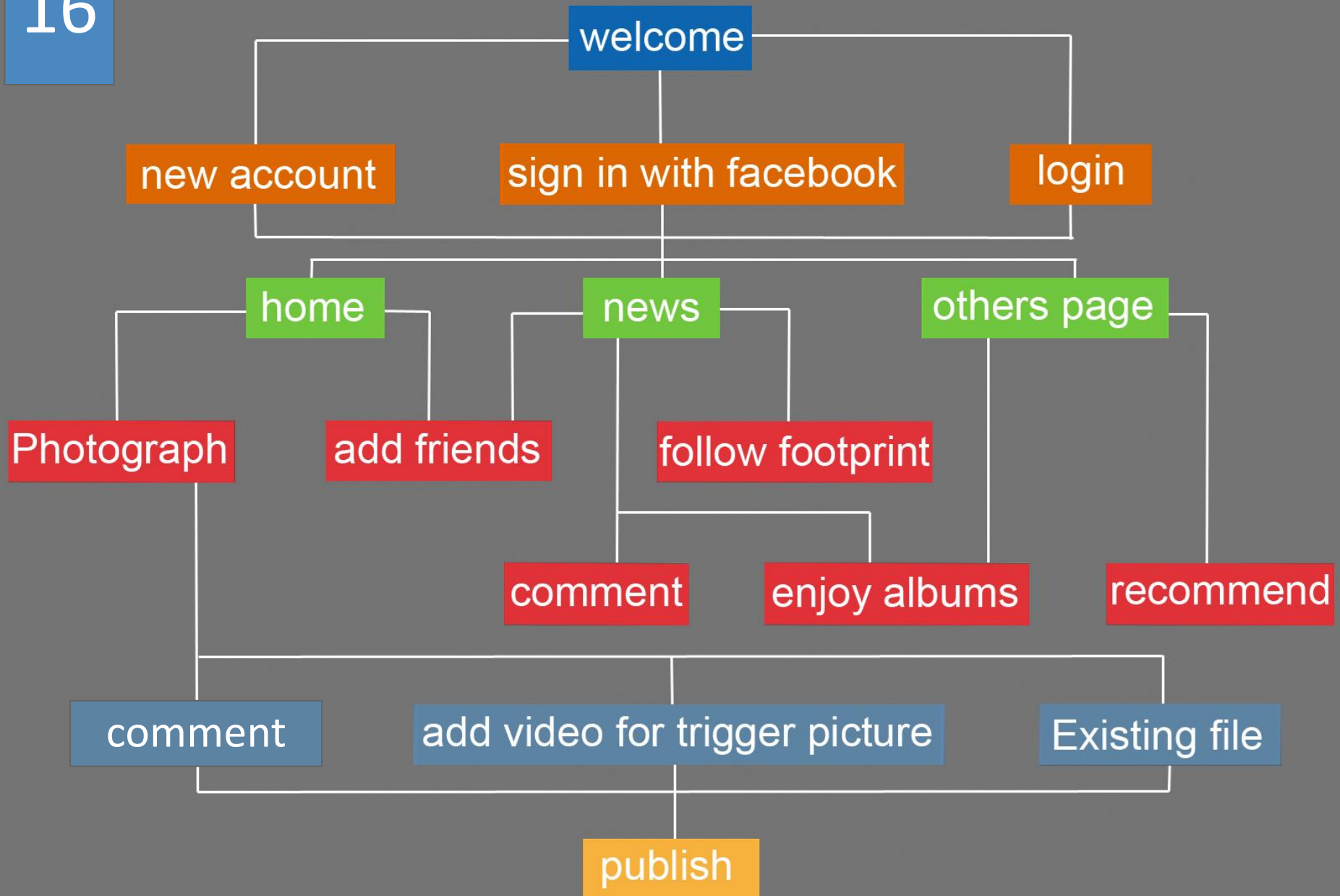
How to get information

scan trigger object



get information





Summary



“Footprint is a creative idea, it extends virtual social networks to the real world. With the help of this application, we can leave the message on any real object. Imagine that, if one day, your smartphone can help you to read all the things around you, get the useful hidden information, it must be cool. And of course, there are some problems still not resolved. For example, things always changing. This limits the type of the trigger picture. And the supervision of information is also a problem. I’m trying find a way to avoid the spread of unhealthy information and advertisement, like the real-name system. I still have a lot of work to do with this app.

Thank You