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New Technology – Augmented Reality

Have you ever imagined that an ordinary 2D photo can become a game map with 3D buildings? The Savannah College of Art and Design's booth has shown us this eye-opening technology! The game demonstrated is zombie game named "Arhrrr." Players can enjoy the game with only a mobile device with a built-in camera.

The game is built on the new augmented reality and utilizes the Tegra chips provided by NVIDIA. In the game, users can place candies on the game map to make a bomb that can be triggered to explode with the hand-held device. Players have to save civilians from zombie attacks.

Since it is a 3D game, players have to move around the game map in order to dodge from and shoot the zombies. This is a brand new concept, and players will have to take some time to adapt. Unfortunately, the game is not expected to launch publicly. We hope that augmented reality games will become commercialized in the near future so that players can experience this exciting new form of gaming.

Individuals interested in game development can apply to the game development programs at SCAD, which opens in Fall 2010, to become a future game developer.

Photo captions:

15. SCAD Interactive Design and Game Development Professor Tony Tseng said AR will open a new page in game development.
16. The game works on mobile devices with a built-in camera.
17. The game utilizes only 2D game maps that can be produced with any printer.
18. Although "Arhrrrr" will not be commercially launched, it demonstrates how augmented reality is a promising technology.