

Layar Creator

Web-based WYSIWYG augmented reality
authoring

2nd IEEE ISMAR Workshop on Authoring Solutions for Augmented
Reality

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Outline

What is Layar Creator

Quantitative and qualitative evaluation

Future work

Discussion please!

Layar Creator

Goal: give **content owners** a tool to create AR

Very low threshold to get started

Leverages Layar's proprietary tracking technology, and visual search by Catchoom

Fully hosted service

Pay per reference image or allow ads

Creator features

2D augments (for now)

Drag and drop interface for positioning of augments

Templates for buttons (a.o. website, video, social media)

Upload custom images as buttons

Check if uploaded images are suitable for tracking

Bulk upload (PDF and ZIP)

Layar Creator

The screenshot displays the Layar Creator web interface. At the top, the Layar logo is on the left, and the text "Layar Creator" is centered. On the right, there is a navigation menu with "LAYARED Magazine" and a "Creator" button. Below the header, a breadcrumb trail shows "Campaign Overview" and "Layared » Layar cover.jpg".

The main workspace is divided into three sections:

- Pages:** A vertical sidebar on the left contains a "Manage Pages" button and a list of page thumbnails. The first thumbnail, "Layar cover.jpg", is selected and shows a preview of the magazine cover. Other thumbnails include "Hello World" and "The team".
- Design Canvas:** The central area displays a magazine cover for "LAYARED". The cover features a man in a suit and glasses holding a small panda figurine. Text on the cover includes:
 - Top: "LAYARED" in large white letters.
 - Below title: "THE FUTURE OF PRINT € 6.17 STARTS TODAY".
 - Right side: "THE LAYAR CREATOR EVERYTHING YOU NEED TO KNOW".
 - Bottom left: "TALKING NUMBERS 20 MILLION AND GROWING EVERY DAY".
 - Bottom center: "THE HEROES OF INTERACTIVE PRINT".
 - Bottom right: "View video with Layar logo".
- Buttons:** A vertical sidebar on the right contains several interactive button options:
 - "Standard" and "Custom" tabs.
 - "Web Panel" with a "<html>" button.
 - "Website" with a "Website" button.
 - "Video" with a play button icon.
 - "Like us on Facebook" with a "Like us" button.
 - "Call Number" with a "Call now" button and the number "+31 20 345 97 88".
 - "Buy" with a "Buy" button.
 - "Facebook" (partially visible).

Some numbers

1 year before Creator: just over 400 "traditional" Vision layers published, close to 2,000 reference images (average: 33 layers per month)

5 months since Creator: almost 12,500 campaigns published through Creator with over 60,000 reference images total (average: 2500 campaigns per month)

Same 5 months since Creator: still 140 traditional Vision layers published with 1000 reference images (average: 28 layers per month)

Evaluation

Target audience likes ease of use

Lots of "Can we do <x> too?"/"Can you make <y> work?"

Cooperate closely with early adopters to improve usability

Typical use case: magazine, (outdoor) advertising

Requests for user interaction: not possible with Creator
(but we still have the API)

Future plans

HTML support in Layar app

Feature analysis optimization based on augment positions

Animation support

Interactivity support

Support for 3D augments and 3D positioning

Thanks! Questions?

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