Talking today #augmentedreality with @AugmentClass who were on #websummit Alpha programme ..innovation in education 1pm @dublincityfm

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COLLISION CONF! LOOK FOR US IN DOWNTOWN LAS VEGAS!

MAY 5-6, 2015
DOWNTOWN LAS VEGAS

www.augmentedclass.com
Augmented reality (AR) consists of the superposition of virtual content into the view of the real world seen through a camera in real time.

In opposition to virtual reality (VR) which works immersing the user into a virtual environment, AR enhances the existing world by adding information to it.

This information can go from simple text to rich images, videos and 3D models and animations.

The most typical AR is based on “markers” recognition:
When the system detects a specific image (the stones) it launches the content associated to that image (the dinosaur).
Augmented Class! is a platform that allows users to create their own augmented reality educational projects without any programming knowledge in a very easy and friendly way, doing interacting between them through a mobile app. It consists of two steps:

1. Users access the web platform and create their AR projects.

**PROJECTS**  
Puzzle-like pieces to link markers and contents & create interactions.

**USERS**  
Teachers, Educators, Students, Parents etc.
Once the project is finished users launch the mobile application and enjoy the augmented experience.

Download this demo from Google Play:
Augmented Class! in its beta release counts on a basic set of contents (images, gifs, videos etc.) and projects designed by the pedagogical members of the team.

However, one of the most powerful characteristics of Augmented Class! is that it provides with a sharing environment where projects created by educators, centres etc. can be released to the community, so that other members can use and modify them.

The feedback from the community will allow the platform to grow and diversify thanks to the contribution and improvements provided by its own users.
AUGMENTED CLASS! THE MARKET PLACE

Besides the community, where projects will be freely exchanged, the market place will give designers, modelers and content producers in general the chance to upload and sell their own educational contents, such as designs, videos, music etc.

Apart from the incomes generated by those sales, one of the main objectives of the market place is to facilitate users’ doing providing them with contents that they would otherwise have to generate themselves or find in the web.
**FAQ!** Based on questions we are usually asked

1. **What needs are you solving?**

   Augmented Class! is born from a necessity demanded by the educational community. Although educational centres (regulated and non-regulated) count on digital devices such as tablets or digital whiteboards, they lack contents to use them with (mainly pdf-s) and there are very few tools in the market that provide them or allow the creation of new contents easily.

   Augmented Class! fills that gap allowing users to create their own augmented reality apps through a friendly interface, without previous knowledge in computer development, making it possible for educators to generate innovative contents.

2. **Why education?**

   We strongly believe education is the base for a wiser and more advanced society and a better future. The necessity above explained combined with this thought generated the idea for Augmented Class!

   However, our platform is wholly scalable to more «commercial» fields such as advertising, dissemination or tourism promotion.
3. WHAT ARE YOUR DIFFERENTIATION POINTS?

Nowadays, if a person wants an AR app, it has to be custom developed and it’s usually limited by the requirements of the moment and with little modification margin.

E.g: the content created for a regular 6th level Chemistry class in Spain may not be wholly compatible with what is learnt in Germany or the US.

Our solution eliminates this barrier universalizing the access to AR, allowing users to be the ones designing their own projects and then sharing them, so they can be adapted by other users to cover their own needs.

Apart from smartphones and tablets, our platform is also compatible with many wearable devices such as glasses. Furthermore, we are generating our own hardware package that educational centres will be able to purchase to be attached to their digital whiteboards and projectors to enjoy the augmented experience without having to use a phone or a tablet.
FAQ! **Based on questions we are usually asked**

**4** Let’s talk money: what is your business model and target market?

Augmented Class! Generates revenues through the use of the platform that will allow the creation of APPs automated and user-parameterized under a hybrid model:

**Freemium** in the use of services from the platform for creating apps in 4 categories: *basic, professional, flat rate and corporation*.

**Marketplace** according to 3 levels of micro-fine to free educational resources for free or low pay for others users platform, where those projects can be exchanged and purchased.

According to our business plan, and counting the freemium model, in the most conservative scenario, low cost and with an income below 10 euros/month for professional or individual user and below 99 euros/month by corporate institution on an estimate of 10% max from those in the target audience might use, we overcame a turnover of over one million euros, not including in this calculation extrapolating income countries and institutions outside of Spain.

Our **Market** is global, our customers being not only teachers and regulated education centres but also any other educator including parents and mentors in a home alone education model.
FAQ! BASED ON QUESTIONS WE ARE USUALLY ASKED

WHAT ABOUT YOUR COMPETITORS?

ZIENTIA (zientia.com): It offers educational AR applications that users download to their phones. Our competitive advantages are:
   ✅ Whilst Zientia offers closed applications, in Augmented Class! is the user who creates the content for the application, thus paying only for what they really want to use.
   ✅ In Augmented Class! users feed the community with projects and contents allowing for a faster growth of the platform.

AUGMENT (augmentedev.com): It’s a customizable app that lets users view 3D models in AR.
   ✅ The application lacks the interactivity and manageability of Augmented Class!, which allows interaction between markers.
   ✅ Augmented Class! can also integrate images, gifs and videos that require less effort for the teacher and are equally dynamic.

AUMENTATY AUTHOR (aumentaty.com): It allows users to view 3D models.
   ✅ It’s necessary to be familiar with technical terms. In Augmented Class! inexperienced users can generate contents without technical knowledge.
FAQ! BASED ON QUESTIONS WE ARE USUALLY ASKED

SO... WHAT IS THE STATE OF THE ART OF THE PLATFORM?

As explained in the beginning, Augmented Class! is composed of a web platform to generate the AR projects, a mobile app that executes those projects, the community and the marketplace.

The idea for Augmented Class! was born in 2013 and since then we have achieved several milestones. The estimated timeline is as follows:

- **AR engine**
  - JAN, FEB, MAR, APR, MAY
  - 5 pilots in real classrooms with +200 students.

- **Beta platform**
  - JUN, JUL, AUG, SEP
  - Questionnaires to collect interest in the platform, improvements, suggestions etc.

- **Community & Market Place**
  - OCT, NOV, DEC

GALLERIES OF THE PILOTS
http://goo.gl/bxVqIV
http://goo.gl/aZLOs5

First experiences in classrooms.
AND WHAT ARE YOU LOOKING FOR CURRENTLY?

At this moment, our team counts on the resources required to launch the beta platform, i.e. technology, first pedagogical contents, contacts with different educational centres to test the platform and initial marketing campaigns.

However, to achieve our goal of becoming global we are looking for partnerships with other countries and funding to consolidate and expand the platform.

At this moment we have different expressions of interest from centres and training companies from:

**Spain:** Madrid, La Rioja (Logroño), Basque Country (Bilbao, Vitoria & San Sebastian), Catalonia (Barcelona), Andalusia (Sevilla & Cadiz).

**France, Chile, Uruguay, Mexico and US.**
### THE TEAM! THE PROMOTERS

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<th>JORGE R. LÓPEZ BENITO @jrlopezbenito</th>
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Let’s talk business: linkedin.com/in/jrlopezbenito

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Let’s get serious: linkedin.com/in/eartetxe
WHY ARE WE HERE PRESENTING THIS PROJECT?

We have known each other for several years now, sharing (and suffering) experiences in the world of entrepreneurship.

Nearly four years ago, along with other colleagues, we founded the company CreativiTIC Innova, a technology-based R&D SME, with achievements such as an European FP7 project in the call of «Technology Enhanced Learning» where CreativiTIC is the Work Package Leader in the development of an AR Interface for Computer Engineering Labs (www.e2lp.org).

The personal motivation of further exploring this combination of disruptive technologies and education resulted a year ago into a project under the name of Augmented Class!, which has evolved until it has become an spin-off company aimed at improving the future of education.

After the success of the pilots in classrooms and with the launching of the Beta platform we are more than ever motivated to carry this project off and become a reference in our field.
THE TEAM!  THE ESSENTIAL CORE

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PhD Professor

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#augmented reality

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Bachelor of Education

#education
#pedagogical contents
INTERESTING LINKS  VIDEOS & OTHERS

Video & Photo Galleries
at
www.augmentedclass.com
Nowadays, educators (both from regulated and non-regulated education) count on technologies such as mobile devices, tablets, electronic boards etc. in their classrooms. However, they lack from both the educational materials to use them with and the knowledge and/or time needed to develop those "technological" materials. Thus, the use of these devices is minimum (reading pdf-s on tablets etc.) wasting the great potential new technologies have as educational support systems.

Augmented Class! is born from the necessity demanded by the creators of digital resources for education, allowing users to create their own Augmented Reality (AR) apps through a friendly interface, without previous knowledge in computer development. Similar to "PowerPoint" for presentations or "1.1 My Way" for web pages. Nowadays, if a person wants an AR app it has to be custom developed; our solution eliminates this barrier universalizing the access to AR.

Augmented Class! allows, on the one hand, to create educational AR projects, in an easy and quick way, which can later be used by teachers and students through mobile devices, both in classrooms and outside of them. On the other hand, it provides with a sharing environment where those projects can be exchanged, feedbacking the system and encouraging its exponential growth. It is also a modular platform that can be adapted both to individual users and institutions.

Chemistry education in early ages encounters several difficulties, including the shortage of experimentation due to the lack of time and/or resources. Another obstacle is the difficult task of making children understand abstract and little (or nothing at all) visible concepts. In order to overcome these gaps and increase students’ attention we can turn to new technologies. Teachers are already used to including videos from experiments they cannot perform in classrooms, but we can go beyond that. Augmented Reality is a technology which is being introduced and which, with the arrival of smartphones and tablets, is no doubt going to succeed.

Augmented Reality must not be mixed up with Virtual Reality. It doesn’t immerse us in a parallel world, but it increases the information surrounding us in the real world. In that sense, we have conducted an experiment in Primary Education, oriented to the use of AR in Chemistry education on children. Under the supervision of lecturers from the Chemistry Department of the University of La Rioja, two End-Of-Degree Project students, of Computer Grade and Primary Education Grade respectively, have developed this study as their BSc projects. Several classes and materials about ‘the matter’ have been developed in AR. The initial curiosity from children has turned into fascination by the end of the class. The only secret: moving two simple cards in front of the camera that in the projector become 3D atoms, nearly popping out from the screen, including also a combustion reaction with fire. The class with AR has boosted students’ curiosity, excited with these new materials, and it has also enriched their teachers. This experience, along with the universalisation of the creation and access to the AR resources, makes Augmented Class! an education-oriented service that allows, without technical notions, to create AR apps and share them very easily.

Poster presented in the VIRTUAL USATIC 2014 Conferences

Download it from augmentedclass.com
ENROLL OUR CLASS!

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