# Execution:

Step 1: Starting the upload and layar

To begin the ASM project, KHOJ and BlueAnt will start geo-tagging its existing collection of images and texts from the square mile around KHOJ's offices. This information will be stored, on a database on a hosted service online. This database will contain the URL of the images (once they are hosted), the latitude and longitude of where the image was taken, along with the information that the layar api requires.

These database will then be connected to text layar, by registering as a layar developer at layar.com. At this stage, we will make adjustments to ensure that the images can be seen in the square mile around KHOJ. This test layar will then be tested on various Android and iOS devices.

Once we are satisfied with the content and user experience, our layar will be submitted to layar for approval. Post-approval it will become available to all Layar users.
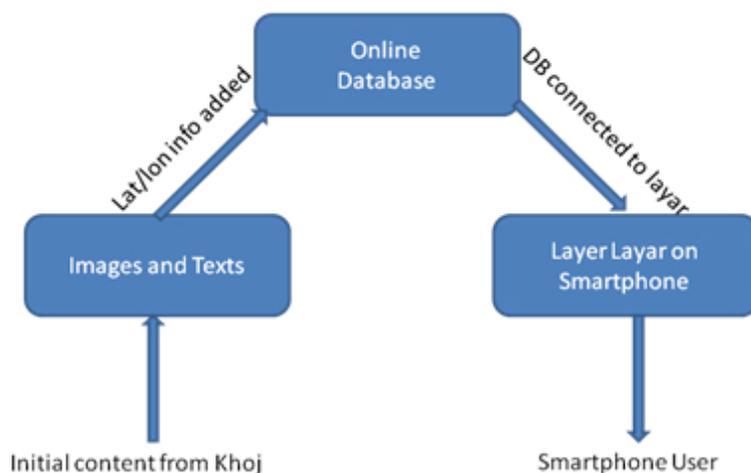
Fig 2: The Upload Process

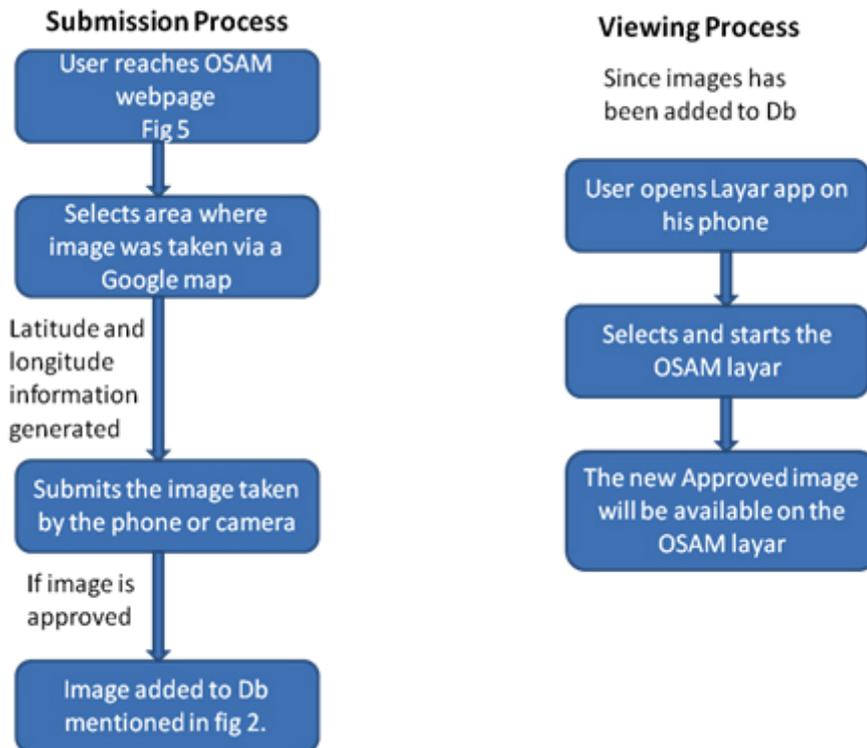## Step 2: Adding contributions from the community

Once this is done and our layar is functional, we will start asking for content contributions from smart phone users present or visiting the square mile. In order for them to contribute these images, we will make a public interface in the form of a simple webpage, that will let them upload and getag images taken by them in the square mile.

On this webpage, users will be asked to enter the latitude and longitude information of where the image was taken and upload the image. The latitude and longitude information will be collected by asking users to move a pointer on a google map screen to the point where the image was taken. The latitude and longitude information will then be taken from that point. The users will then be asked to upload the image.

Once the image and the getagged information are submitted by the user on the webpage, it will go to KHOJ and BlueAnt for approval and moderation. If approved, the image and the geographic information will be added to the database mentioned in section 1.

In this case, the information flow will be:

Submission Process

User reaches OSAM webpage Fig 5

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Selects area where image was taken via a Google map

Latitude and longitude information generated

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Submits the image taken by the phone or camera

If image is approved

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Image added to Db mentioned in fig 2.

Viewing Process

Since images has been added to Db

User opens Layar app on his phone

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Selects and starts the OSAM layar

↓

The new Approved image will be available on the OSAM layar

Fig 3: The Community Upload Process

Thus as people contribute more images, the database will expand, and more images will be available on our layar. Since the number of images on the layar will be ever-changing, the content on our layar will also keep changing, giving users a new experience every time.

A similar system will also be developed for adding text at certain points. Like digital graffiti, interested users will be able to submit stylized text on the OSAM webpage. However, this stylized text will have to be submitted as an image file and this will also be moderated.

Taking figure 2 further, at that point, we hope that there will be more contributions from the community, changing the flow to:
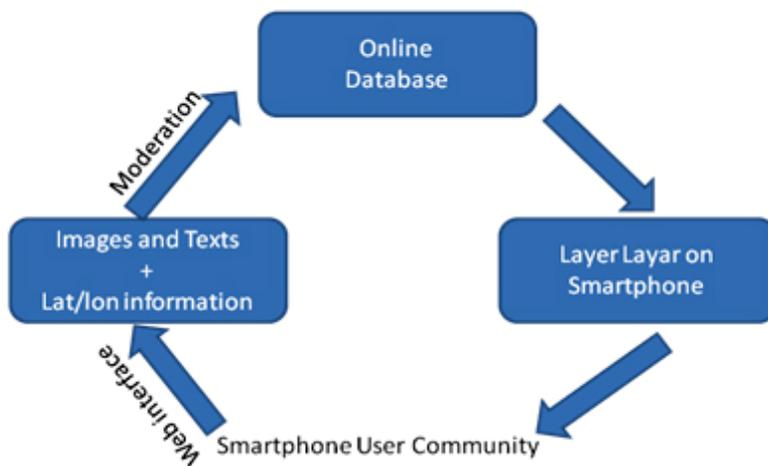
Fig 4: The Community Contribution model

The web interface for the submission of images and text by the smart phone community could look like:

Fig 5: Rough Cut UI for Submission page

Step 3: Energizing the community

Once the Web interface for the database is ready, we plan to integrate it into Facebook via a Facebook application, which will pull out the web interface and place it within the Facebook frame.

This application will then be placed in the KHOJ and BlueAnt Facebook pages, enabling fans to submit their content via Facebook, helping get more contributions. Furthermore, all new and returning fans will be redirected to the application page as a means to increasing contributions to our layar and helping make the crowd-sourcing easier and possibly viral.

Fig 5: UI for FB application embedded in the FB page

[1] The augmented reality browser Layar, lets users create various layers of information that they want to display at particular locations. These are also called layars. For more information have a look at www.layar.com