

venturi

immersiVe ENhancementT of User-woRld Interactions



VENTURI (immersiVe ENhancementT of User-woRld Interactions) is a European scientific project aiming to create a new content delivery paradigm through Augmented Reality (AR) that focuses more on the user rather than on the device. One of the goals of VENTURI is the development of a next generation mobile platform tailored specifically towards the demands posed by advanced AR applications. For this purpose, seven partners with distinct areas of expertise have joined forces: Fondazione Bruno Kessler, Fraunhofer Heinrich Hertz Institute, STMicroelectronics, metaio, ST-Ericsson, eDiam Sistemas, Sony Mobile Communications and INRIA. The VENTURI project is funded within the 7th Framework Program - ICT Theme (FP7-288238) and runs from October 2011 to September 2014.

VENTURI is... _____

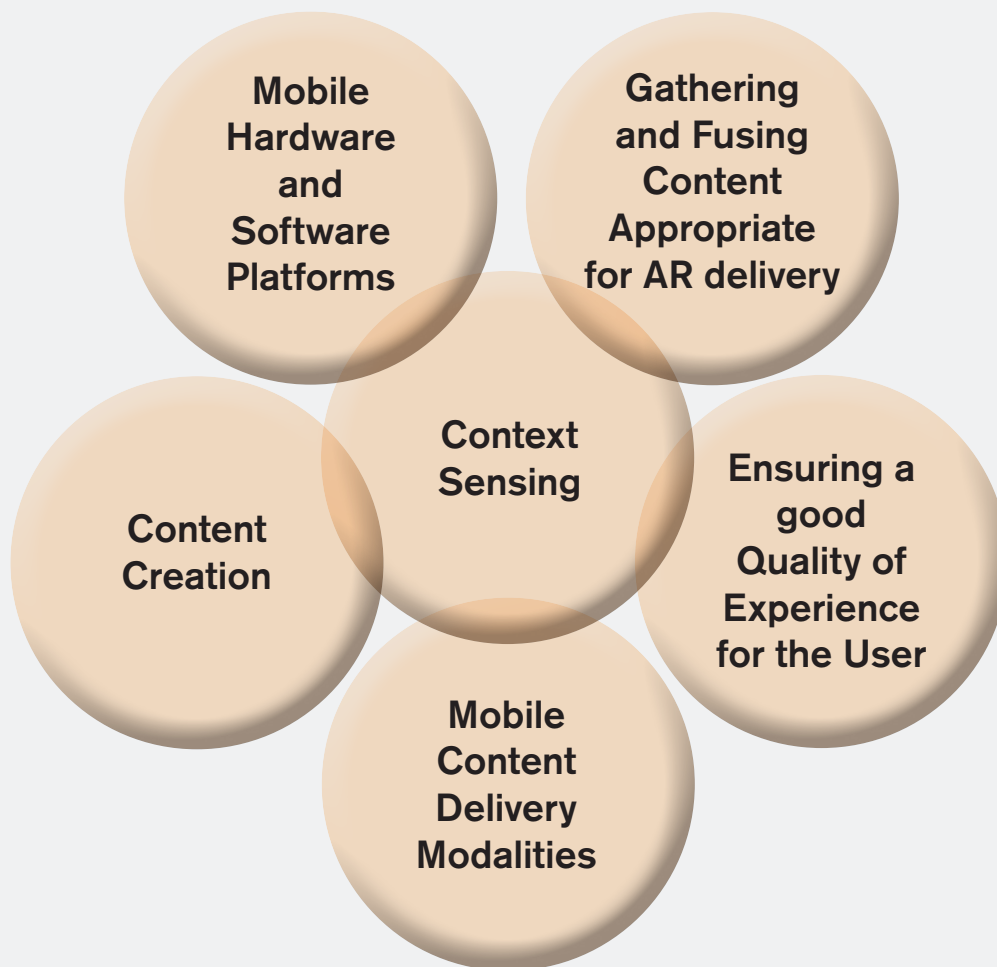
a collaborative European project targeting the shortcomings of current Augmented Reality design; bringing together the forces of mobile platform manufacturers, technology providers, content creators, and researchers in the field.

VENTURI plans to... _____

create a seamless and optimal user experience through a thorough analysis and evolution of the AR technology chain, spanning device hardware capabilities to user satisfaction.

VENTURI aims to... _____

place engaging, innovative and useful mixed reality experiences into the hands of ordinary people, by co-evolving next generation AR platforms and algorithms.



<https://venturi.fbk.eu>

Project Coordinator:
Dr. Paul Chippendale, PhD
Bruno Kessler Foundation - FBK-irst
Technologies of Vision Lab
Email: chippendale@fbk.eu

