CivicAR® Mobile Platform

Enable applications to instantly make information available to the user in the context of the real world through Augmented Reality (AR) for a transformative user experience.

Transform the Way Citizens, Visitors & Workers Interact With Your City

LEVERAGE AR capabilities to delight your users

PROMOTE new areas, local businesses, culture, events, city offerings and more

ENHANCE efficiency and simplify service delivery for public workers

CivicAR® Transforming the Public Sector

Today users have high expectations for their mobile apps based on the latest consumer and gaming applications. Applications built on the CivicAR Mobile Platform enable governments and public sector agencies to provide that same level of interactivity when delivering information and services directly to citizens and communities in a real world context. With Augmented Reality (AR) capabilities, pointing a mobile device at any sign, restaurant front, bus—any civic asset or location has the potential to serve as an opportunity to inform and communicate.

Enhance the User Experience

The instant the user points their mobile device at the asset or location, an AR-enabled application automatically displays valuable, information to enhance their experience. The AR experience can also be extended to provide a frictionless experience interacting with the point of interest, such as booking a reservation, finding the next train arrival time, retrieving reporting history on a street light or posting a comment or review.
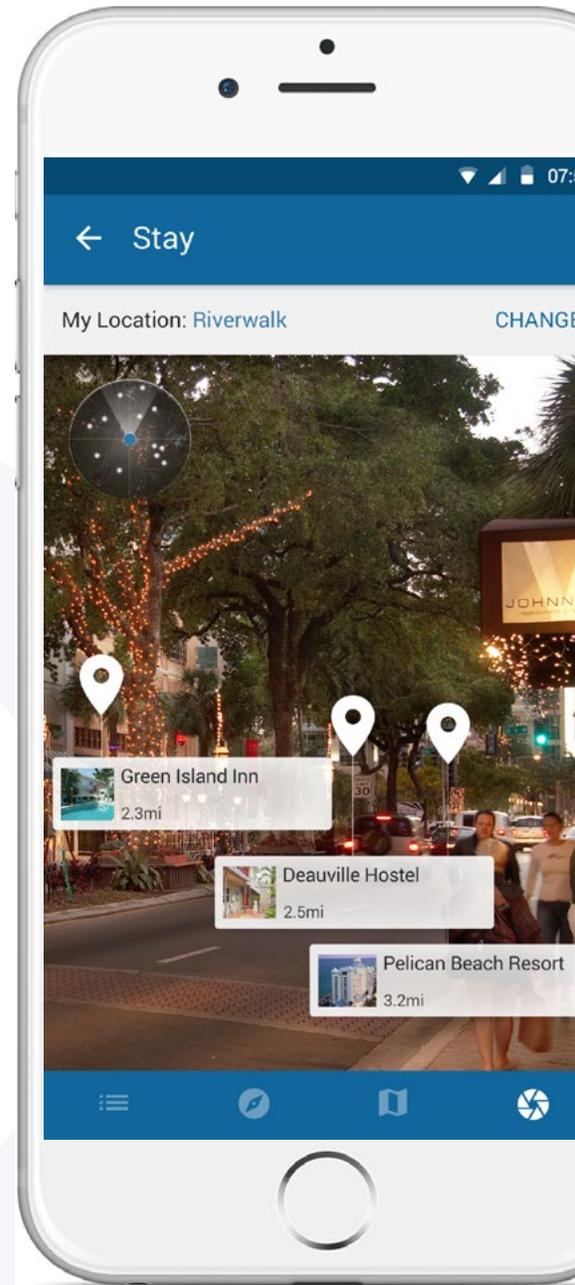
The user can also "teleport" themselves to a destination, landmark or venue and virtually explore what's nearby before they arrive. This teleportation feature creates an immersive opportunity for users to experience or understand a destination from afar.

How Does It Work?

CivicAR identifies a point of interest by either a precise geolocation, pointing direction, image or object recognition, and triggers an overlay display of relevant information about that point of interest to the user including rich text, audio, video, 3D models or animation.

CivicConnect Platform for the Complete Smart City

The CivicAR Mobile Platform is supported by the Civic**Connect Platform,** a data management, development and deployment platform purpose-built for the public sector. The platform also enables CivicConnect products that can incorporate AR to build your complete smart city.

> 66 **I'll be the first one to admit that the public sector was not the first place I looked for early adoption of augmented reality solutions. CivicConnect is helping advance the public sector well into the future and on the forefront of the digital age.** 99
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> **—Matt Margolis, Senior Analyst**
> **Wall Street Forensics**

CivicConnect®
Connected Solutions for Smarter Cities

Data and Information Overlay

AR adds a layer of rich data and information to any application that enhances points of interest including city assets, buildings, and signs.

- **For Citizens & Visitors** This interactive environment draws individuals to new locations, helps them find their way, encourages exploring culture and local businesses, and adds a digital element to navigating city assets that sets any city apart.

- **For Public Workers** AR provides easy access to instant, real time information about any asset or location to maximize efficiency and enhance service delivery

Get Around/Wayfinding

Once users have chosen their destination, provide directions via AR navigation for a complete end-to-end experience. An arrow appearing on top of the real-world view can provide step-by-step walking directions from the user's current location to their selected point of interest.

Virtual Teleportation

Before they arrive, users can set their location to a destination, venue or point of interest and through AR virtually explore what's nearby.

Integrated with the CivicConnect Platform

The CivicAR Mobile Platform is supported by the Civic**Connect Platform**, a data management, development and deployment platform for the public sector. The platform enables mobile, data driven applications with augmented reality capabilities for smart cities. CivicConnect easily scales from local implementations to large-scale regional implementations.

CivicConnect Urban Mobility, CivicConnect Economic Development and CivicConnect Asset Management are built on top of the CivicAR Mobile Platform. Developers can also use the CivicAR Mobile Platform to develop custom mobile Smart City applications with augmented reality features.

CivicConnect provides a suite of augmented reality-based mobile applications and a data management and deployment platform for Smart Cities. Initially focused on urban mobility, the cloud-based CivicConnect Platform enables the rapid deployment of applications while providing valuable data for analysis. CivicConnect products are based on fifteen years of public sector experience.