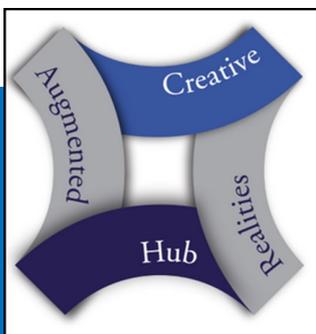# Google Glass Augmented Reality

Project summary:

In January 2014, the Creative Augmented Realities Hub at Manchester Metropolitan University started the first Google Glass project in cooperation with Manchester Art Gallery and 33 Labs from California. Being among the first in the UK, the project was aiding Manchester's Digital City strategy of becoming a leading city for digital technologies. More and more people use mobile devices on a daily basis and wearable gadgets are at the forefront in 2014, expected to become the next big thing on the technology stage. Visitors were able to explore the art gallery in a completely different light, receiving augmented information to create a unique experience of cultural heritage. This project aided Manchester in its aim to become a leading Smart City.

# Google Glass Augmented Reality to enhance visitors experience in art galleries

After two tests at Manchester Art Gallery, with a total of 51 visitors, outcomes include:

+ More convenient hand free experience

+ Personalised experience

+ Enhanced interaction

+ Better understanding of connections between paintings

+ Increased dwelling time

+ Sharing functions

– Issues with heating-up of device

– Problems with loading times and videos

– Battery life
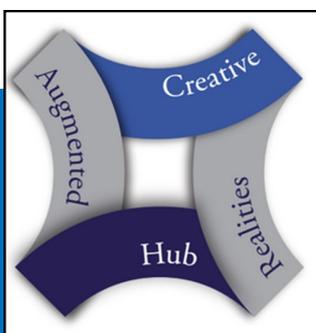
About us
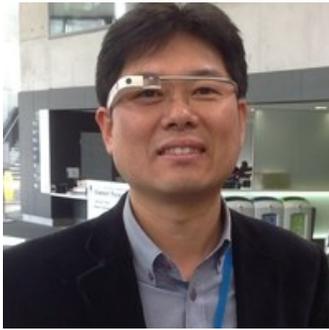
Dr. Timothy Jung is a director of Creative Augmented Realities Hub in the department of Food and Tourism Management at Manchester Metropolitan University. He is a member of MMU's Digital Innovation Group and he is a director of AquaTravellers, social enterprise aims to raise funds for WaterAid using an affiliate marketing system focusing on travel and tourism. He has been involved a number of funded research projects at national and international level in the area of ICTs in the tourism and hospitality industry. His current research focuses on the application of ICTs with particular interest in the social media networks, mobile marketing, Augmented Reality (AR) in cultural heritage tourism as well as Cittaslow and Slow Food Movement. He is currently involved in Dublin AR Urban Heritage Tourism Project in collaboration with Dublin Institute of Technology (DIT) and Dublin City Council (DCC). From January 2014, he started pioneering Google Glass AR Tourism Project.

Dr. M. Claudia Leue is specialised in tourism and hospitality management with a strong focus on digital tourism including social media and augmented reality. Coming from a hospitality background, with an education from a leading Swiss hotel management school, she worked in hotels in Malaysia and Germany. Her academic career continued at Manchester Metropolitan University, completing her Master in digital tourism and her PhD with a focus on social media and customer relationship management. She is a Research Associate at CARH and is currently involved in the Google Glass AR project.

Dario tom Dieck is a PhD researcher at the Manchester Metropolitan University conducting his studies in the field of business strategy and strategic management. He received his Bachelor's degree from a leading Swiss hotel management school with distinction and continued his studies with a Master's degree at the Manchester Metropolitan University in International Business Management with specialisation in Finance. He gained practical experience within the hospitality industry in Switzerland, Germany and Malaysia and worked as a trainee in a German consultancy. Currently he supports CARH on technological aspects of their work and is part of the team conducting user requirements research with Google Glass and the Manchester Art Gallery.

Danny Han is a PhD Researcher in the area of mobile Augmented Reality in Urban Heritage Tourism and Associate Lecturer at Manchester Metropolitan University. He has been involved in the Dublin AR project in collaboration with the Dublin Institute of Technology (DIT) and the Dublin City Council (DCC). He is currently involved in the area of Augmented Reality User Experience in connection with mobile Augmented Reality and the Google Glass AR project in Manchester. Prior to joining Manchester Metropolitan University, Danny Han completed his education in a Swiss leading hotel school and was employed in the hotel and education sector in various destinations, including Switzerland, China and Australia.