

WISCONSIN VETERANS MUSEUM: WWI TRENCH AUGMENTED REALITY APPLICATION

The Wisconsin Veterans Museum was embarking on a journey to enhance their current exhibit space but was not in the position to undergo large scale construction modifications or exhibit moves. Balance Studios proposed an innovative Augmented Reality (AR) concept to enhance and extend the current exhibit's stories with limited modifications to the existing set up and visitor flow. Integrating AR into the WWI Trench exhibit provides a venue to engage and immerse their visitors into trench warfare in a way that had not been created before.

The main exhibit development goals were: Create an experience that provides an understanding of the trench and air warfare, its impact, and the story of five WI soldiers' experience who fought in WWI; Enhance and extend the exhibit's story and information while maintaining the historical integrity of the objects, story, and exhibit display; Visitor engagement through historical facts, information, and interactive game play; Utilizing a minimal amount of real estate for the Augmented Reality integration; AR experience mobility – simply by using the image target and an iPad the exhibit can go anywhere.



The exhibit tells the story of five WWI Wisconsin Veterans – two pilots and three ground soldiers. Using photos, letters and diary entries from their museum archive collection, Balance was able to replicate each soldier's story and environment, while also using historic photos to create photo-real 3D replicas of tanks, guns, planes and cannons. Museum patrons select a soldier to hear their story with a voice over reading an actual letter, explore the Augmented Reality environments, read biographies and information about the historic artifacts used in WWI, and see historic photos and videos showcasing how the artifacts worked. The entire application experience is connected to a spectator screen, allowing a large group to experience the exhibit at once.

Balance Studios, Inc
Our Experience

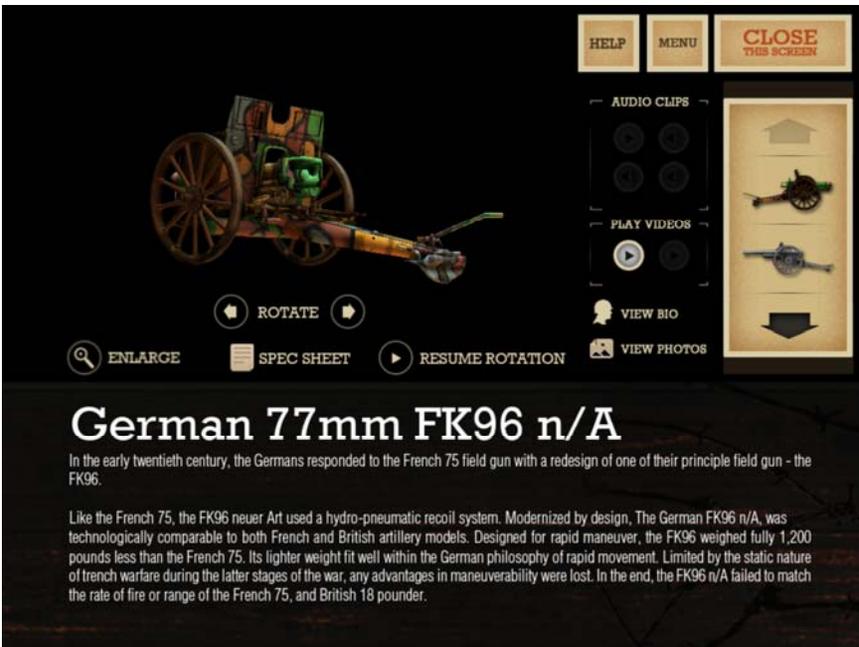




A feature unique to this AR experience is that the ground soldiers were filmed using re-enactors dressed in actual WWI uniforms shot on a green screen. This live action film footage was seamlessly placed into each ground level environment making this Augmented Reality Application truly one of a kind.

Services Included: Concept to Completion

- Concept Boards and Script
- Green Screen Film Shoot
- Attract Video Design and Development
- 3D Environment & Prop Creation
- Image Target Design
- GUI Design
- App Programming
- Voice Over & Sound Design
- Help Screens, Poster & Video Design and Development
- App Icon/Loading Screen Design
- Custom Exhibit & Cabinetry Design with iPad Case & Arm Design



German 77mm FK96 n/A

In the early twentieth century, the Germans responded to the French 75 field gun with a redesign of one of their principle field gun - the FK96.

Like the French 75, the FK96 neuer Art used a hydro-pneumatic recoil system. Modernized by design, The German FK96 n/A was technologically comparable to both French and British artillery models. Designed for rapid maneuver, the FK96 weighed fully 1,200 pounds less than the French 75. Its lighter weight fit well within the German philosophy of rapid movement. Limited by the static nature of trench warfare during the latter stages of the war, any advantages in maneuverability were lost. In the end, the FK96 n/A failed to match the rate of fire or range of the French 75, and British 18 pounder.

Balance Studios, Inc
Our Experience

