

# Graffoto



A Social AR Graffiti Platform

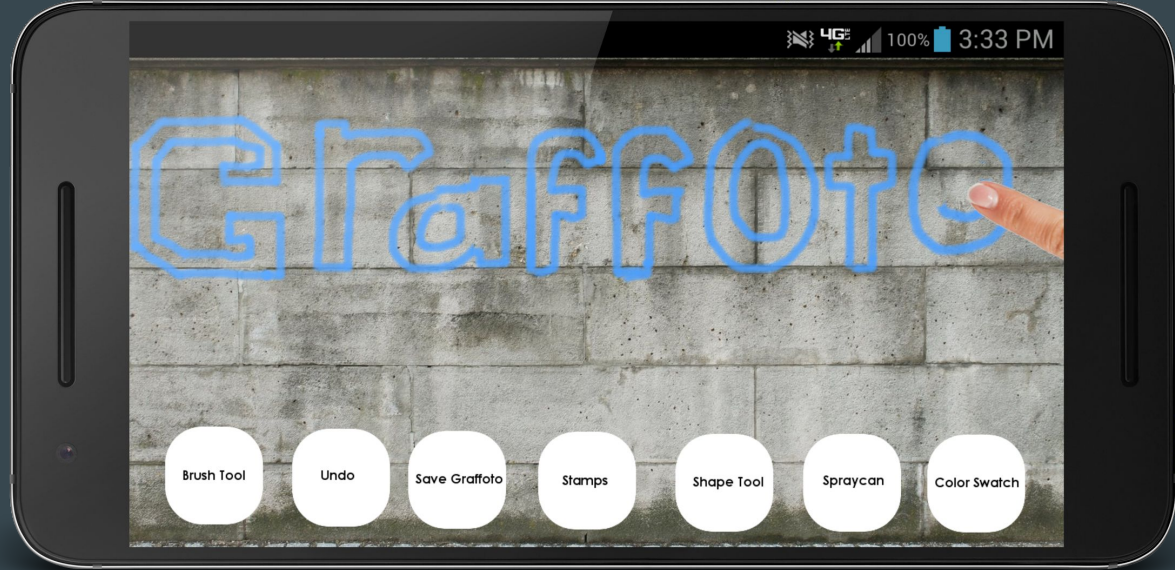
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# Features & Benefits

How it works:

- Create a new 'Graffoto Wall' anywhere.
  - Add your own Graffoto to the wall by pointing your phone camera at a nearby flat surface & drawing on it.
  - Other users can view the wall to see your Graffoto and add their own!
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- Real-Time AR graffiti anywhere
  - Social Features: See other users' nearby Graffotos, save your own.
  - Helps resolve conflicts & issues caused by graffiti
  - Allows street artists to express themselves without running afoul of property owners or the law



# Technology & Challenges

Technology for major parts of project already exists:

- Google Maps API for Graffoto wall locations
- SQL Server for management of users' Graffotos
- AR libraries targeting android such as ARToolkit

However:

- AR libraries may be large, complex, hard to learn
- Some significant parts of AR experience, such as Graffoto editing, may need to be coded by hand

