

ABSTRACT

Handheld Augmented Reality in Information Dissemination

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The objective of this research was to investigate the potential use of augmented reality (AR) in improving location-based information dissemination. In the local context, efficient location based information dissemination can be useful for tourism/education and location tracking and mapping applications. The study measured the performance of a popular AR browser in outdoor navigation to determine the fitness and benefits of using augmented reality compared to traditional methods such as billboards, maps and guidebooks. The points of interest used focused on emergency and critical care sites such as health care facilities and shelters located in western Tobago. The results established a minimum threshold for successful rendering and highlighted several advantages to using augmented reality locally.

Keywords: Juel Paul; Information Dissemination; Augmented Reality; Location Based Services