

## ABSTRACT

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*The current technological developments make the smartphone is something that is commonly owned by the community, in addition to the smartphone can be used as a media campaign by using applications that apply technology Augmented Reality (AR). Augmented Reality (AR) is applied to display a three-dimensional (3D) object from a home model image printed in a brochure, so that everyone who receives the brochure, especially brochures belonging to Grand Imperial Regency can see three dimensional (3D) shapes of a product The home offered only by utilizing Smartphone devices based on Android operating system. From the three dimensional objects displayed we can rotate to see more detail again the form of the house is displayed and we can also see the description of the product displayed so that all information listed in the catalog will also participate into this application, and this application has excellent features for Change the object of door, window, and color of paint in accordance with the wishes of the prospective buyer with the object that has been provided and the results of the edit can be stored with capture function. The development of this application is made using the help of Vuforia SDK to create its marker and unity that is used as the engine or application system. This application development method using waterfall method. And the result of the development of this application is, an application that can display a three-dimensional object that can be rotated, manipulated object size, displaying complete product information and three-dimensional objects that appear can be changed in accordance with the desire with the choice of objects that have been provided.*

**Keywords:** *Augmented Reality, Unity, Android, Vuforia*