Abstract

Commonly promotion media of a motorcycle showroom is a brochure or other two dimension media but now range of human-computer interaction has develop so we will be developed a interaction design that can fulfill user (buyer) assesment for that implementation will support display showroom motorcycle media to attract buyer of products offered.

Augmented Reality is a technique of merging real world objects with virtual object in real world which interactively play in real time which content is integrated in 3D that is virtual object registered in real world. Augmented Reality as supporting promotion media with marker-based tracking system that detect border outline marker makes easier process of virtual showroom motor objects detection and registration so that buyer seem like seeing a showroom model merging on a marker that printed on a piece of paper.

Using marker as tracking system in this showroom AR give an easy way to users to interact naturally with system eventhough they use this application for first time. Factor that influence AR system is distance and size of marker has linear impact which is larger size of marker so farther range distance of camera detection. Also lighting environtment and webcam quality are factors that affect of quality of virtual object display in this AR system.

Keywords: Augmented Reality, Marker, 3D, Tracking System