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## Radio 1 trials augmented reality technology

### Nifty webcam trick for Big Weekend exclusive

by Amy-Mae Elliott published on 6 May 2008

Radio 1 is trialling some new technology for Radio 1's Big Weekend to say thank you to listeners who applied for tickets but were unsuccessful.

"Band in Your Hand" gives these listeners an exclusive performance direct into their hand.

People who were unsuccessful in their application for the event will receive a link to a secret page that allows them to see The Fratellis perform an acoustic track.

Using "augmented reality software", Band In Your Hand asks the user to print out a Radio 1 logo and hold it in front of their webcam. When they do they will see themselves holding the piece of paper with a 3D version of the Big Weekend tent appearing on it.

The voice of Radio 1 DJ Zane Lowe will then say: "We're sorry you didn't get tickets for Big Weekend, but here's the next best thing, The Fratellis live in your hand, in your bedroom... or wherever it is you keep your PC".

At that point the user holds a second logo up to their webcam to see an exclusive acoustic performance from the band appear on the piece of paper on the screen.

Hugh Garry, creative producer for Radio 1 Online, says: "We wanted to give listeners who didn't get tickets something really special. The technology has been around for a while but I've never really seen it being used other than for demonstration purposes".

"What's great about it is that you don't need the latest state-of-the-art PC to view it. A basic



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webcam and your average PC is pretty much all it takes."