

<http://www.pocket-lint.com/news/24819/ibm-seer-android-app-wimbledon>

VIDEO: IBM's "Seer" Android app for Wimbledon

"Augmented reality" tool for tennis tourno and aggregated Twitter feed too

by Amy-Mae Elliott published on 17 June 2009

Designed for Wimbledon 2009, the "Seer" app features "location-aware visualisation technology" that means watching the video is probably the best way to introduce this new, beta application from IBM for Android-based phones.

IBM says the "augmented reality" application acts as a real-time guide and interactive map of the 2009 tournament allowing users to see "what others can't", as well as providing up to the second scores.

The app takes a live video feed from the handset's camera, and superimposes content and data with the points of interest into that video stream that, thanks to IBM "scouts" at the grounds will be updated in near real-time.

IBM will be demoing the application on the T-Mobile G1 during the tournament.

In addition, IBM will be offering the "Seer Aggregator", a Twitter application that aggregates all Wimbledon based content into one channel.

As well as score updates, and tweets from the stars of the show, the feed will encompass info from the IBM onsite scouts offering real-time updates regarding queues, seat availability, taxis, general travel information, live match updates and order of play.

The Twitter Aggregator will work with most Java-enabled mobile handsets and will be available for download from www.wimbledon.org/ibm from 22 June.

