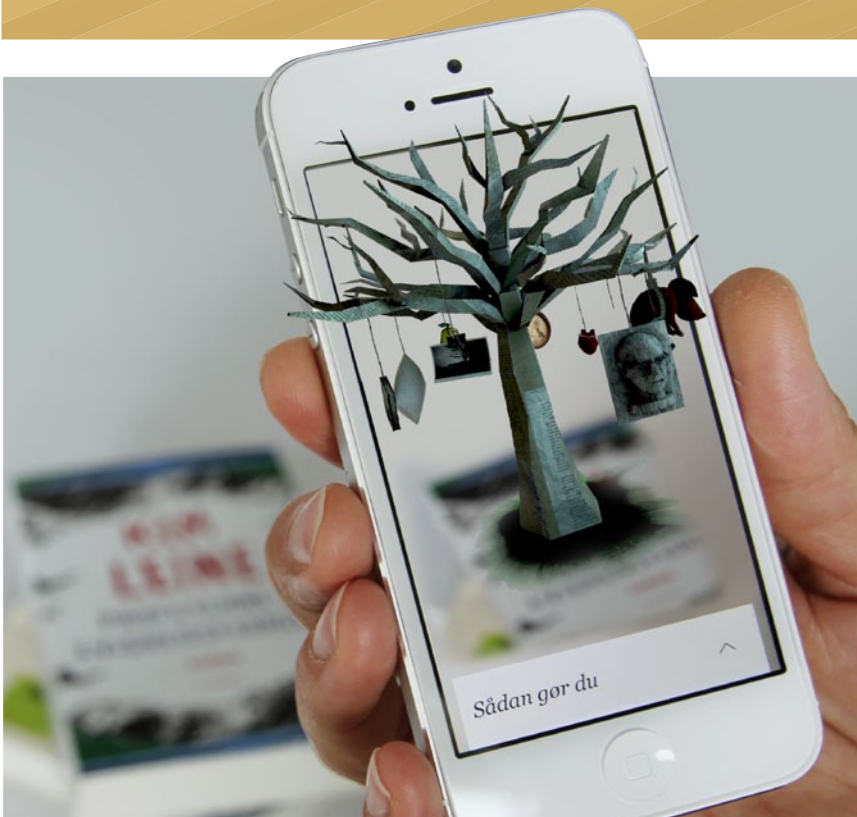# CREATE VALUE WITH AN INTERACTIVE 3D LAYER ON TOP OF REALITY!

Computer Graphics Lab specialises in Augmented Reality where digital objects can be seen through mobile devices – as 3D photorealistic images – or with a unique style

CUSTOMISED SOLUTIONS

Our customised solutions utilises the full potential of Augmented Reality and provides new opportunities for marketing and user involvement within commercials, advertising and communication.

HIGH PERFORMANCE

The Alexandra Institute's Computer Graphics Lab offers services within the field of Augmented Reality ensuring high performance and high-quality user experiences.

INDEPENDENT CONSULTANCY

We provide independent consultancy with regard to choice of Augmented Reality and visualisation platforms.

See more on cg.alexandra.dk

ALEXANDRA INSTITUTE

We offer multimedia experiences in extremely high quality and reliable digital reality

Computer Graphics Lab helps multimedia and advertising agencies, app developers, etc., with developing mobile apps that can execute Augmented Reality content and make the user experience as vivid as possible. The available mobile graphics platforms in the market use graphic standard elements, and this affects the quality of an Augmented Reality experience. Our customised visualisation engine provides a richer and more efficient execution of digital content. We also develop Augmented Reality platforms by adding our visualisation platform on standard platforms such as Vuforia, Layer and Metaio. Our solutions ensure high performance and high-quality user experiences. Finally, we offer independent consultancy with regard to choice of existing platforms and expertise within Augmented Reality.

USER INVOLVEMENT

Across technologies we work with support of innovation and user involvement in the development of our solutions so technology and the user are always integrated in the design process.

WE ARE AHEAD OF THE MARKET

Computer Graphics Lab's technology understanding develops in time with the latest research in the area and our software solutions are ahead of the market. We are not limited by existing framework tools, but develop our own, providing more innovative products and value to our customers. Our team consists of Masters and PhDs within computer science and quantum physics, and our professional focal points include e.g. photorealistic rendering, medical simulation, visualisation of large data sets, acceleration of data-intensive computations on modern graphics processors and physics-based animation.

BOOK TREE FOR BOOK AWARD 2013

Computer Graphics Lab has implemented the app ''Book Award 2013''. When you hold the smartphone app in front of a book cover, a book tree grows out with small reproductions of the 10 nominated books on the branches of the book tree. By pressing one of the books, you open up for author biographies, reviews and samplers via e-books and audio books.

INTERACTIVE STORM P.

We have developed the mobile solution for two interactive installations at the Storm P. Museum. A multi-touch table allows for exploring watercolours and oil paintings by Storm P. and you can also explore his universe on iPads. ''Magic Points'' in the museum activate little animations from where you can click through to images and texts.

CONTACT US IF YOU WANT TO KNOW MORE

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The Alexandra Institute develops advanced, innovative IT solutions with our collaborators and customers. We do this by integrating commercial relevance, the latest IT research, technology and user involvement. We offer the strongest and most versatile skills within consultancy, development and application of IT and technology in Denmark.

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