

MD.23.**Title****APPLYING AUGMENTED REALITY IN THE
CONCEPTUALIZATION AND VISUALIZATION OF
INTERACTIVE EDITIONS PROMOTING THE
URBAN ARCHITECTURE OF CHISINAU CITY****Authors**

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Description**EN**

The elaboration presents an interactive book edition focused on the presentation and promotion of the urban architecture of Chisinau, integrated with Augmented Reality being intended for tourists, but also for all those interested in knowing and exploring the city through interactive 3D animated elements. The solution offers the possibility to access the graphics of the book edition into real interactive 3D architectural elements. They capture attention, maintain readers' interest in the book edition in the desire to explore new architectural values, ensure the possibility of detailed viewing of the constituent elements.

The constituent elements are designed with specialized 3D software with all the details, presenting the functionality and the inside view of the presented subjects.

Class no.

11. Printing and advertising