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Augmented Reality App Tour of Central Library Launched by Los Angeles Public Library in Collaboration with the University of Southern California

Los Angeles – September 25, 2014 – To provide an ‘Augmented Reality’ (AR) or 3-D tour of Central Library’s rich collections and historic architecture, a free mobile app has been developed and launched through a partnership between Los Angeles Public Library and the University of Southern California (USC). The launch marks the first completed AR app collaboration between a public library and a university.

Much like interactive 3-D, virtual tours available at many museums, the ARChive LAPL app enables those with Apple mobile devices to access a wide array of the art and photography collections at Central Library simply by pointing their device toward a designated visual marker or hot spot.

The free app can be downloaded via iTunes. An Android version is coming soon. For more information, visit: www.lapl.org/archive-lapl-app

After downloading ARChive LAPL, users can select “USC Experience” from the on-screen menu to see a list of visual markers or hot spots where they can begin enjoying a 3-D experience of Central Library.

This project is the result of an experimental AR Storytelling and Journalism course taught by Professor Robert Hernandez of USC’s Annenberg School of Journalism. Content for the app was gathered and developed by Hernandez’s students with assistance from Central Library staff. Neon Roots, LLC provided critical design and final app development for this project.

The Los Angeles Public Library serves the largest and most diverse population of any library in the nation. Its Central Library, 72 branch libraries, more than six million books, and state-of-the-art technology accessible at www.lapl.org, provide everyone with free and easy access to information and the opportunity for life-long learning.

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