

Abstract

AR or Augmented Reality is a virtual object technology combines two-dimensional such information into a real environment with interesting. Development of Augmented reality is very rapid in many fields such as introduction to brochure. For this reason, it is indispensable of introduction to brochure can be made as attractive to possible.

The application of advertisement brochure for Telecommunications engineering diploma based on vuforia augmented reality created using application unity and the information using application after effect, adobe premiere, photoshop and illustrator. The system works when user directs the camera phone to image target on paper brochure then on the screen phone will display image and video.

From the results of testing, The application of advertisement brochure for Telecommunications engineering diploma based on vuforia augmented reality can be used at least 5.5 inch screen smartphone, with camera optimal distance between 10 cm to 20 cm, material brochure to optimal used from of paper concorde and e-brochure. The average delay when reading a marker of 1,07 seconds and delay when reading between the marker is 2.85 seconds, and based on the result objective test of senior high school student available result 4.6 from scale 1 to 5 were include in the category good. So advertisement brochure for telecommunications engineering diploma can be used prospected new student.

Keyword : Augmented Reality, Video, Image, Brochure