Fostering new creative paradigms based on recording and sharing “casual” videos through the internet.
The aim of c-Space is to leverage the trend of Internet-based sharing of “casual” videos recorded with mobile devices, by developing a new generation of low-cost creative tools that turn the real-space surrounding us into the backdrop for new forms of creative content.

By shortening the 3D content creation pipeline, c-Space fills a gap that is not covered by any technology on the market, which yields significant savings in terms of time and resources for individual creators or creative industries (operating in 3D game content creation, architecture, advertisement, cultural tourism, etc).

**ARCHITECTURE AND URBAN PLANNING**

The objective of this demonstrator is to provide professionals in urban planning and architecture with the possibility to access sets of historical and morphological data through a number of standard web-services, which are then used to “augment” the real scene. This demonstrator will allow studying collaborative solutions throughout “augmented” scenes that make it possible for the various people to join a participative/cooperative process. This process makes it possible to assess possible projects within the real landscape as automatically reconstructed by c-Space.

**MOBILE ADVERTISEMENT**

Combining the digital and physical worlds, augmented reality offers brands a unique new opportunity to interact with consumers. With this demonstrator, c-Space relies upon projected AR paradigms to deliver a richer experience and create more innovative forms of advertisement through projection - around the users - of interactive content on the real world, perfectly “blended” within the real scene.

**INDIVIDUAL CONTENT CREATION & CULTURAL TOURISM**

This demonstrator is deployed as a software component that can be used by SMEs operating in the cultural tourism industry to create highly personalised cultural routes throughout a real space. By using the c-Space, content creators will be able to access digital content, reference it to the real space, and cross-link it to create a network of geographical and logical hyperlinks.