



*Where*BLOCKS

[Insert Intro Here]

What's *Where* BLOCKS?

- A fun way to get POIs into Factual!
- Checking into places with AR & Crowdsourcing
- Yes, it's kinda like a Foursquare game
 - But it's AR + Minecraft + Factual!

Blocks? What Blocks?

- Building blocks allow people to make all sorts of creations, easily in 3D
- People can make creations in AR (optional)
 - Creations match scenery
- Instead of collecting badges, users can share blocks
 - Leave mementos for others to build on

Where BLOCKS : THE GAME

(In a Nutshell)

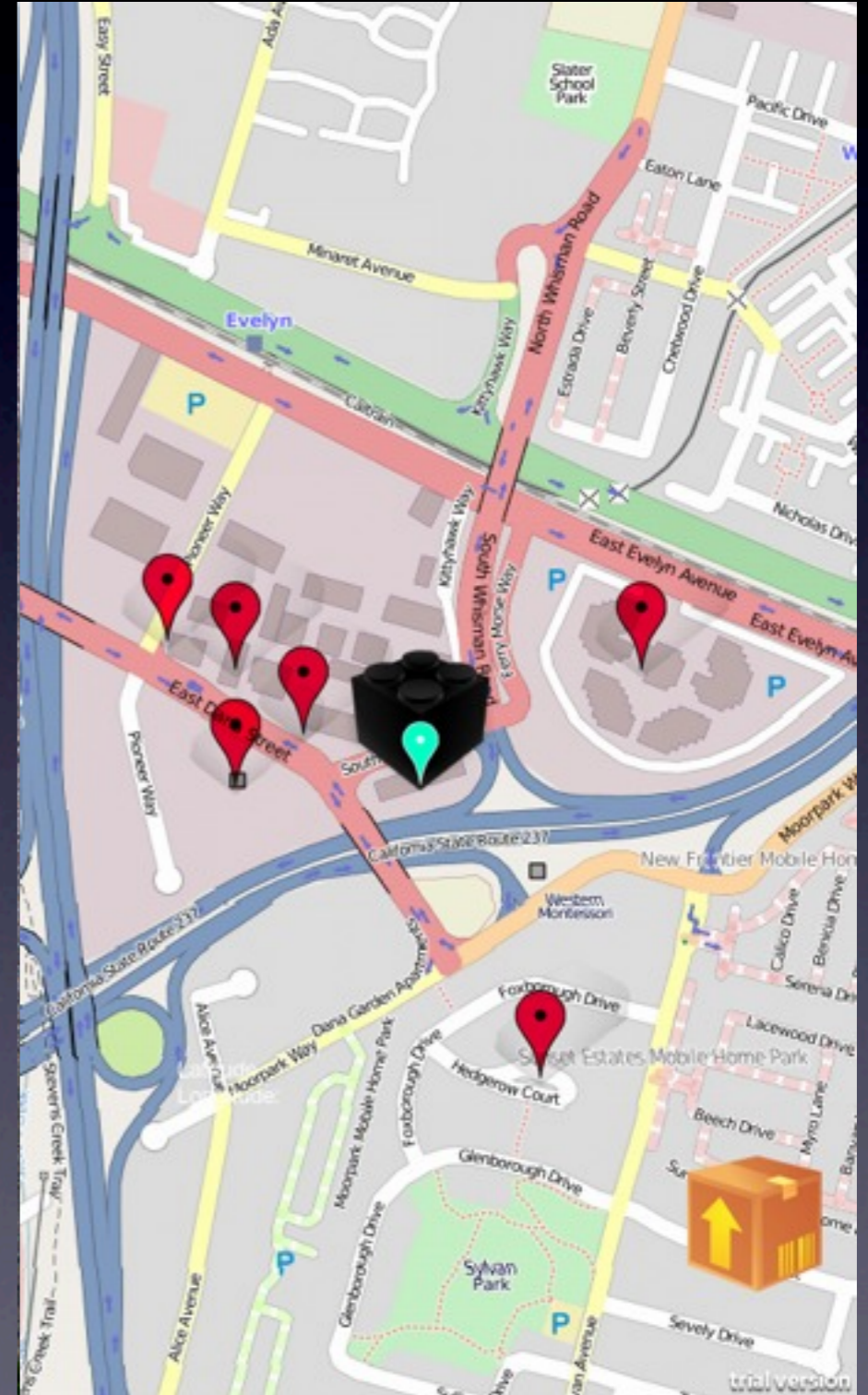
- Phase 1: Users Check Into Places
- Phase 2: Users get to see blocks nearby
 - Shows in Augmented Reality-style view
 - Users add more blocks!
- Phase 3: Profit!
 - *Well, at least many more POIs in Factual for All!*

Demo

(Sorry, we don't have a projecting camera to show you the AR awesomeness...)

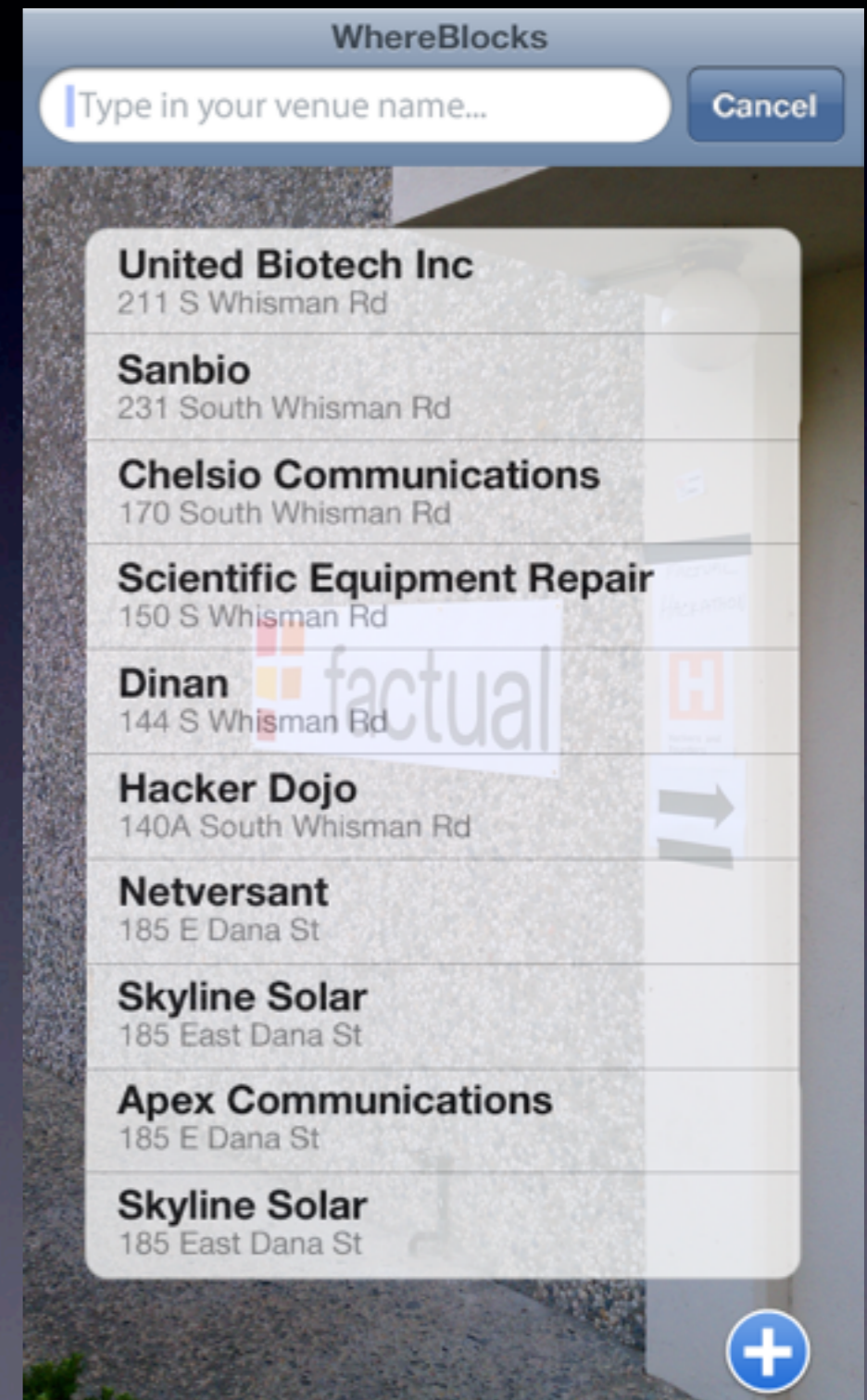
Demo

- Home Screen
- Sign Up & Login
- View your existing block creations...
- Check In
- (Make new POIs for Factual)



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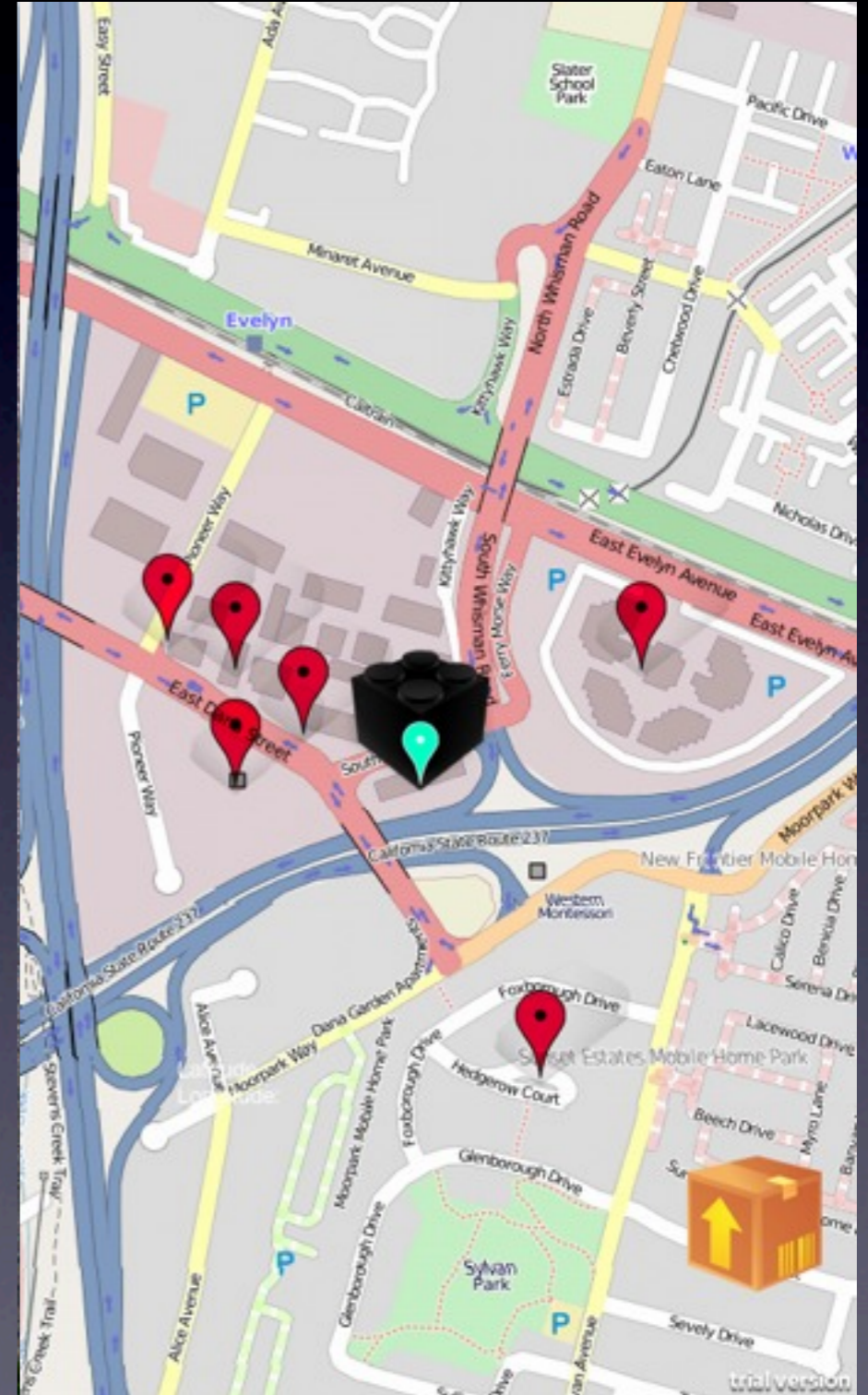
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The screenshot shows the 'WhereBlocks' mobile application interface. At the top, the title 'WhereBlocks' is displayed. Below it, the instruction 'Please enter in your venue info...' is shown. There are two input fields: 'Venue Name' with the value 'Factual Dojo' and 'Address' with the value '140A South W...' and a checkmark. Below these fields is a category selection menu with a 'Label' button and a 'Done' button. The menu lists several categories: 'Advertising & M...', 'Business Centers' (which is selected with a checkmark), 'Employment A...', 'Entertainment', and 'Equipment S'. At the bottom of the screen is a large green button labeled 'Submit new venue...'.

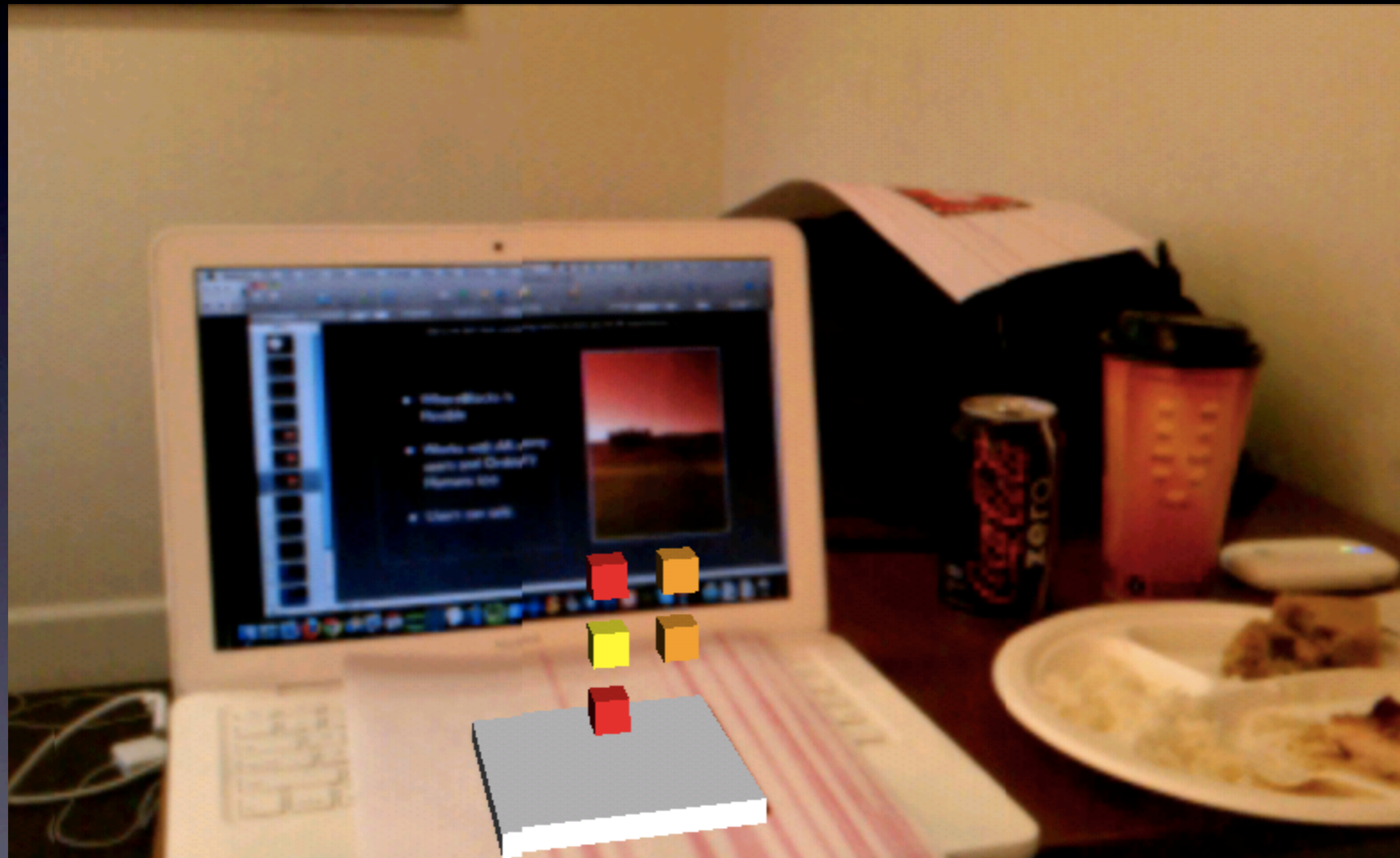
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Office Shot!

Because, well, people check in from the office...



Augmented Reality

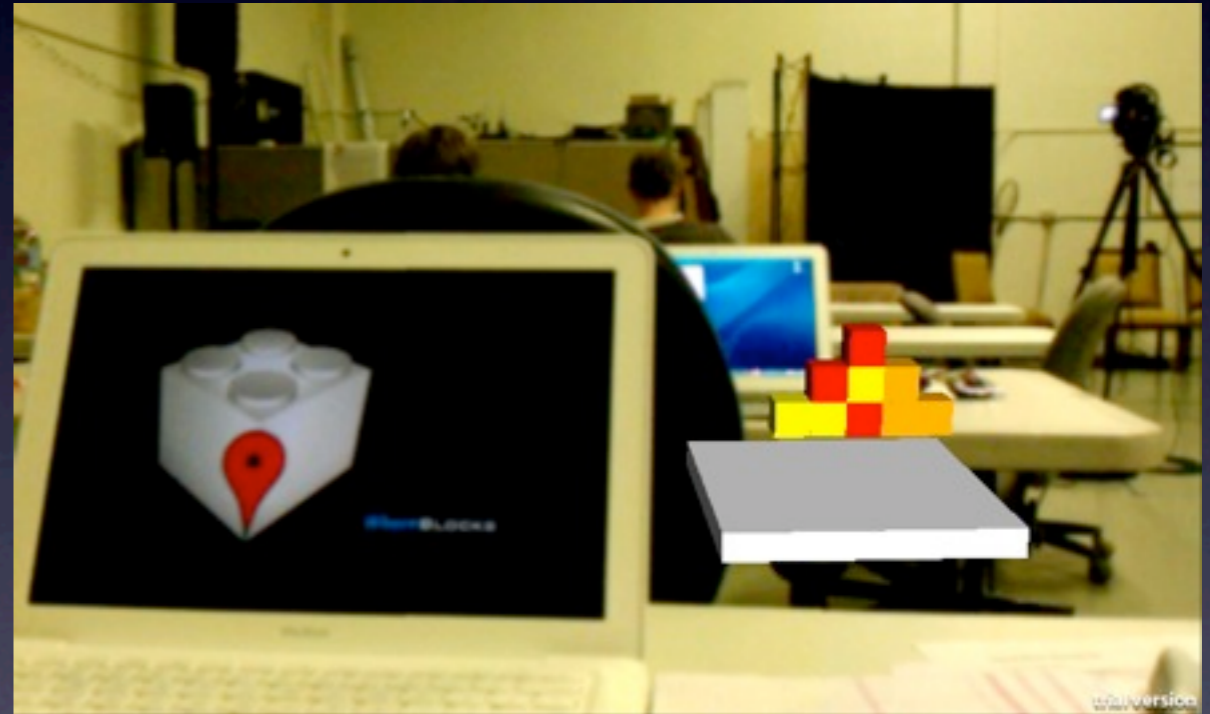
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- Optional
 - Even works with non-camera devices
- Users add limited amount of blocks
- Encourages more use, friends, etc



Without AR

- **WhereBLOCKS** Is Flexible
- Works with AR-savvy users and Ordinary Humans too
- Photos will live in the **WhereBLOCKS** cloud - (Not EC2)





*Where*BLOCKS



- AR + Minecraft + Factual!
- Built With Unity3D + LAMP
 - Using OpenStreetMaps + Factual
- Crowd-sourcing Checks
- Demonstrating fun ways to get people to use Factual... without touching Factual

Thank You!



Where BLOCKS