

ASIAN ART MUSEUM  
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**Asian**

**News**



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## **Asian Art Museum Launches Free Augmented Reality App for *China's Terracotta Warriors* Exhibition**

SAN FRANCISCO, February 20, 2013—iPhone app addicts will now have even more incentive to visit the Asian Art Museum's new special exhibition *China's Terracotta Warriors: The First Emperor's Legacy*. The show comes with a fun mobile app featuring interactive augmented reality elements for the iPhone®, iPad® and iPod touch®. Available now for free downloads in the iTunes store, the [AAM: Terracotta Warriors app](#) enables museum visitors to virtually interact with ancient objects on view in the exhibition, including a terracotta warrior, a bronze crane and an ornate bell, by using augmented reality technology to superimpose 3D objects onto real space. Users can view virtual objects at various angles in a real environment, take photos and then share through the app's Facebook integration tool. Museum visitors can access the full app experience while the exhibition is on view from Feb. 22–May 27, 2013.

"The AAM: Terracotta Warriors app is the museum's first venture into augmented reality technology. The app gives visitors an additional fun interactive layer to their exhibition experience," said Janet Brunckhorst, manager of web and digital media of the Asian Art Museum. "We encourage visitors to creatively use the app throughout *China's Terracotta Warriors* and to share their photos with their social networks."

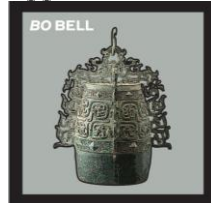
The app was produced by the Asian Art Museum and Magma Studios, and created in cooperation with the Asian Civilisations Museum, Singapore. The augmented reality technology is powered by String™.

### **How to Use the App**

A user downloads the AAM: Terracotta Warriors app in Apple's iTunes store ([www.itunes.com/AppStore](http://www.itunes.com/AppStore)) on the iPhone, iPad or iPod touch. The user then explores the exhibition and around San Francisco to locate app markers. When a user locates an app marker, the user launches the app; taps "Launch 3D Content and Videos"; taps the camera icon; and points the device's camera to the app marker. This marker triggers the 3D content or videos. Users can interact with the 3D object in a real environment, view videos, or take photos.

More

### App Markers



### Description

Scan the marker with the app to ring the *Bo* bell. The sound in the app is the actual sound the bell would make.

### App Markers

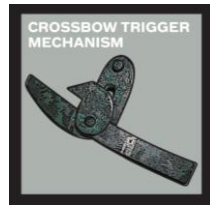


### Description

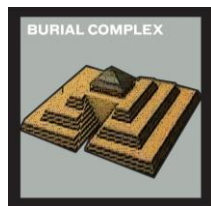
Scan the marker with the app to watch the crane virtually come to life.



Scan the marker with the app to view the warrior with its original paint.



Scan the marker with the app to see the crossbow trigger in action.



Scan the marker with the app to watch a video exploring the First Emperor's burial complex.



Scan the marker with the app to bring forth a "living" warrior.



Scan the marker with the app and control where the warrior walks by tapping on the screen.

## ABOUT THE EXHIBITION

*China's Terracotta Warriors: The First Emperor's Legacy* features more than 120 rare artifacts from the enormous tomb complex of China's First Emperor (259–210 BCE) and early Qin dynasty burial chambers. Highlights include ten life-size terracotta figures—the maximum number permitted outside China in a single exhibition—plus several newly discovered artifacts, from bronze weapons, sculptures of waterfowl, and a ceremonial limestone suit of armor to tiny gold figurines. Together, the objects provide an evocative picture of the First Emperor's rise to power and his quest for immortality.

## EXHIBITION ORGANIZATION

This exhibition was organized by the Asian Art Museum in partnership with the Minneapolis Institute of Arts, the Shaanxi Provincial Cultural Relics Bureau and Shaanxi Cultural Heritage Promotion Centre, People's Republic of China. Presentation at the Asian Art Museum is made possible with the generous support of East West Bank, Fred Eychaner, Timothy and Virginia Foo, Education Programs Sponsor Douglas A. Tilden, Robert Tsao, JDV Collection, United, and Silicon Valley Bank.

## ABOUT THE ASIAN ART MUSEUM

The Asian Art Museum—Chong-Moon Lee Center for Asian Art and Culture is one of San Francisco's premier arts institutions and home to a world-renowned collection of more than 18,000 Asian art treasures spanning 6,000 years of history. Through rich art

experiences, centered on historic and contemporary artworks, the Asian Art Museum unlocks the past for visitors, bringing it to life, while serving as a catalyst for new art, new creativity, and new thinking.

Information: 415.581.3500 or [www.asianart.org](http://www.asianart.org).

Location: 200 Larkin Street, San Francisco, CA 94102.

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