

1. INTRODUCTION

Augmented reality (AR):

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data. It is related to a more general concept called mediated reality, in which a view of reality is modified (possibly even diminished rather than augmented) by a computer. As a result, the technology functions by enhancing one's current perception of reality. By contrast, virtual reality replaces the real world with a simulated one. Augmentation is conventionally in real-time and in semantic context with environmental elements, such as sports scores on TV during a match. With the help of advanced AR technology (e.g. adding computer vision and object recognition) the information about the surrounding real world of the user becomes interactive and digitally manipulable. Artificial information about the environment and its objects can be overlaid on the real world.

Problem Identification:

In the area of online shopping we blindly choose or order our attire/product without seeing how it looks on us or in garment shops there is chance of damaging the product because of repeatedly trying it so our software is helps in to overcome from these problems.

1.1 Purpose

- Virtual Trial Room is a customized, innovative web application designed with the intention of pampering fashion-conscious customer with the facility to view themselves in different attires.
- The application acts as a Virtual Fitting Room while extending the facility of showing the customer how they would look on wearing the attire they plan to purchase.