ABSTRACT

This final project contains software that provides information on the *company profile* of IT Telkom. The existence of a merger between multimedia components such as three-dimensional object, video, and audio, will cause its own side of the attraction for users so the information can be conveyed nicely. Later the final product of this application can be used to introduce IT Telkom as an educational institution that engages in ICT thereby increasing the marketability of IT Telkom as an institution.

This software uses Augmented Reality (AR) where information about IT Telkom displayed in realtime to the user's world by reading the marker that has been provided and further translated into specific objects in three-dimensional or video.

The presence of factors outside the application, in the form of light, size marker, marker structure and complexity of the constraints which are very influential in displaying three-dimensional objects. In the end, the interaction between the user and three-dimensional objects to be constrained.

Keyword : *Augmented Reality*, *realtime, marker*