ABSTRACT

Marketing techniques is one of the most important things in the world of business property. To market an interesting and innovative products can make a buyer may be interested in what it offers. In the property business, generally a service provider will provide the miniature building, building plans or building for example can be seen in detail by a buyer. It is sometimes considered less effective and attractive in the business world

Augmented Reality is a technology that aims to combine the real world with the virtual world. This technology is growing very rapidly making it possible to be applied in many fields, such as the entertainment, business, education, and so on. This development is supported by the technology of Augmented Reality to provide the visual display in the form of 2D and 3D objects of interest. Augmented reality application to be made will be incorporated into the smartphone based on android.

Of testing and analysis of obtained average delay time on a single marker at 4.343 seconds. The results are still considered normal to open the application. In multi-object, the obtained results of 18.76 seconds to open the application, the delay time of this magnitude is too long to open the application. For the minimum and maximum distance of the camera for the detection of markers depending on size marker. The smaller the distance marker detection marker closer, and the greater the marker, the marker detection distance farther. Then the minimal angle marker detection results obtained by the maximum angle of 20° and 180°.

Keywords: Augmented Reality, Android, Design Property.