**STUDENT GOVERNMENT ASSOCIATION**
**ONE-TIME ALLOCATION FY 13**

As SGA awaits final approval and the beginning of our App developing, we look to ensuring its success and future advancement.



**One-Time Allocation FY13**: 2$^{nd}$ Phase Development—Augmented Reality

SGA is requesting $36,625 to cover the cost of the 2$^{nd}$ phase of development of the App. $34,000 would go towards the development and $2,625 would cover business and administrative fees. This price is based on quotes provided by the current vendor, Pentagram.

Augmented Reality is a live view of a physical, real-world environment whose elements are augmented by computer-generated sensory input, such as sound, video, graphics, or GPS data.

With the ever-growing university campus and yearly increased enrollment, augmented reality would enable efficient movement around the university campus.

Augmented Reality would allow students to explore and learn about the campus, distinguish between buildings easily, see when the next bus will arrive, and utilize many more useful tools.

*Some additional benefits:*

1. **Way finding**—entering freshmen especially would have an easier time finding buildings and getting around campus.
2. **Partnerships**—working with departments throughout campus in order to best utilize augmented reality (e.g. Parking and Transportation with bus routes).
3. **Sustainability**—encouraging the use of the App would significantly decrease or eliminate the need to print and distribute campus maps.



*Cost***:**

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|---|---|
| Price of 2$^{nd}$ Phase | $34,000 |
| Admin Fees | $2,625 |
| **Total Cost** | $36,625 |