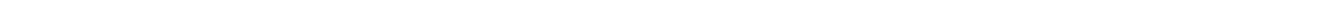




← Our Work

Augmented Reality App Recreates Gettysburg Events





In November 2020, the American Battlefield Trust (ABT) began promoting its latest technology product designed to educate students, teachers, and civil war buffs on the events that occurred in Gettysburg, PA in 1863. The *Gettysburg AR Experience* is available free at the [Apple App Store](#) and on [Google Play](#). The current version of the app features six unique scenes - five battlefield events and a recreation of President Lincoln giving the Gettysburg Address. The scenes are historically accurate and include 3D animations that are based on archival photographs and first-person accounts.

“We see augmented reality as an integral part of future battlefield visitation — and in-depth learning anywhere.”

—Lawrence Swiader, American Battlefield Trust Chief Digital Officer

By using augmented reality, the app allows users to walk up to and interact with the people, animals and objects that are integrated into each scene. The experience is entirely different from viewing a video or a photograph because the 3D animations can be viewed from all angles. Users of the *Gettysburg AR Experience* have the feeling of walking among the Gettysburg participants.



“We see augmented reality as an integral part of future battlefield visitation — and in-depth learning anywhere,” said American Battlefield Trust Chief Digital Officer Lawrence Swiader. “Students are the biggest consumers of content on the Trust’s website and we

believe that functionalities like augmented reality will draw their attention to the battlefields by making the past seem more tangible. Families who visit Gettysburg now have a new and dynamic way to experience the battlefield together.”

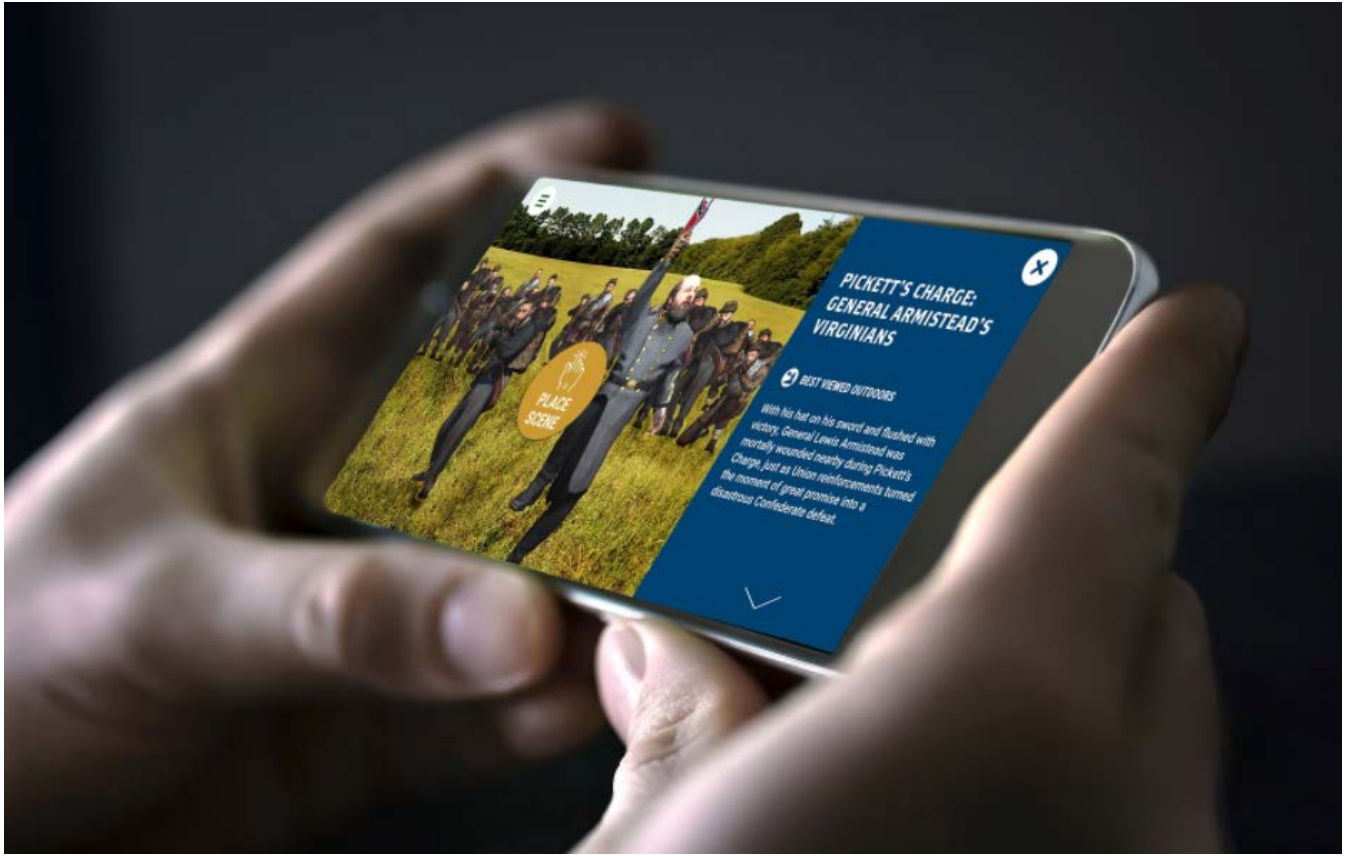
Interactive Knowledge has a long history of working with the American Battlefield Trust including support of their website battlefields.org. We are currently updating the website to Drupal 8 and redesigning the visitor’s overall experience including easier navigation and access to the extensive collection of maps, videos, and educational content. We will continue to update the *Gettysburg AR Experience*. The current release is designed for use in classrooms and outdoors as well. The next version will include maps and directional information for the specific use of the app at the Gettysburg National Military Park. The pandemic and travel restrictions limited our ability to fine-tune the current version for on-site locations in Gettysburg. That will change with the next release in 2021. A final version is planned to add nine additional scenes to bring the total to fifteen.

Key App Features



Six Historical Scenes - Users can choose from among six events that shaped the Gettysburg battle and secured its place in history:

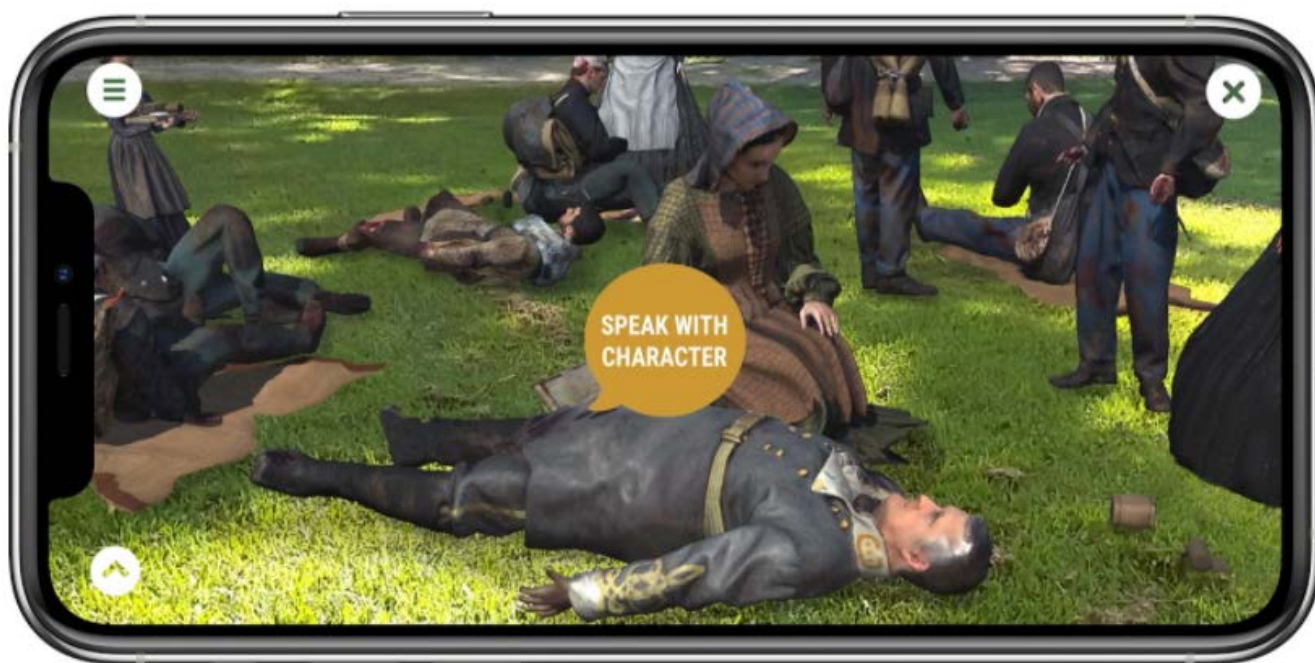
- J. Hummelbaugh House
- Pickett's Charge: The Mile Wide Advance
- Pickett's Charge: General Armistead's Virginians
- Pickett's Charge: Alonzo Cushing's Cannons
- Reburying the Soldiers: The Grisly Aftermath of Battle
- The Gettysburg Address



Each event is introduced with background information including a detailed map of the location where the action took place in Gettysburg. Users are given on-screen instructions on how to place the scene, either outdoors or indoors, and tap the screen to begin interacting with the 3D animation. Unlike watching a video or viewing a photograph, the *Gettysburg AR Experience* allows users to walk into the scene and look at the people, horses, and objects from all angles. It's a truly engaging and immersive experience.

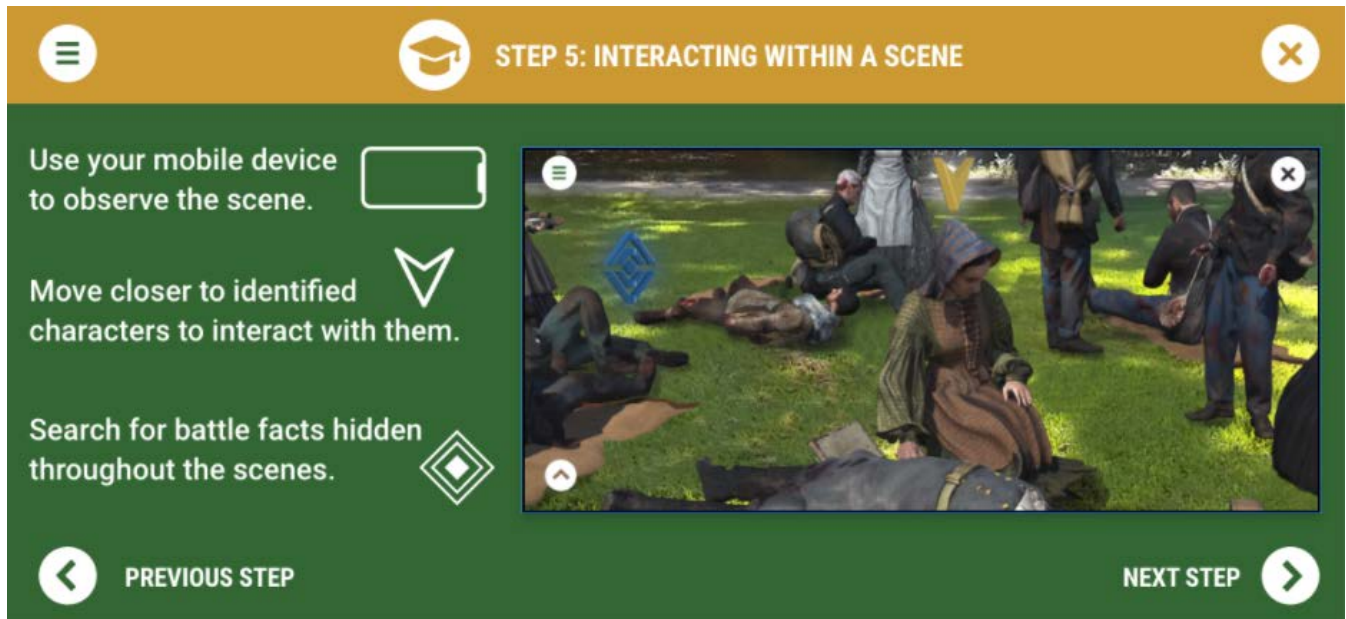
Conversations with the Past - Each scene includes one or more characters who are designated as 'ambassadors' for that event. A rotating triangle above the ambassador's head is touchable and begins the conversation. The ambassador turns toward the user

and talks about the situation they find themselves in using clear audio. The scripts were prepared by ABT's Chief Historian and reflect the language and sentiments current in 1863. The details included in these scripts are surprising and open a portal to the past that is unique and very memorable. Each ambassador has one or more comments to tell the user. All comments can be repeated in order to share the experience with other members of your group.



Content Placed in a Meaningful Context - Each scene has one or more rotating diamonds appearing among the characters and objects. Users can touch a diamond on the screen to learn important information about the event or specific details located nearby. This approach draws users further into the 3D animation by pointing out interesting elements they might otherwise miss. The 3D animations are very lifelike and movement throughout each scene creates a compelling experience. ABT's educational goals are enhanced by offering historical information within the context of an

immersive scene that will allow users to process the content effectively and remember the details later on.



Easy to Use Instructions - The *Gettysburg AR Experience* has been thoroughly tested as it was developed and extensively reviewed before this initial release. Instructions within an AR application need to be succinct but complete. It's easy to create an experience that doesn't work because the user never understands what to do next. The *Gettysburg AR Experience* has an optional introductory lesson that shows all the features and how to access them. In addition, each event begins with an on-screen offer to see tips for using the app. Users can page through a series of useful tips or quickly close the help window and dive into the 3D animated scene.

AR promo



Want to learn more? - Hear from American Battlefield Trust's Chief Historian, Garry Adelman, to see the *Gettysburg AR Experience* in action.

MORE WORK



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