



Paris, 18th July 2016  
Press release

## MOOC

### > A new MOOC for learning how to create an augmented reality application

Institut Mines-Télécom will be releasing “*Getting started with augmented reality*” on Coursera. This free MOOC will focus on the basics of developing mobile applications which incorporate augmented reality technology. [The course will start on September 19.](#)

> Want to learn how to create a new experience with augmented reality? This applied online course will teach you how to augment a book or card, or design a geolocation-based quiz. It gives learners the opportunity to experiment and create several augmented reality applications.

> This introductory MOOC is aimed at professionals in web content production and anyone wishing to create innovative interactive experiences between the virtual and real worlds, including web journalists, mobile app developers, students at technical, creation or design schools... or even teachers. Without any prior experience in computer programming, the learner will easily master the prototyping tools for augmented reality applications.

>Objective of the MOOC: teach the basics for developing mobile applications incorporating augmented reality technology.

### A MOOC dedicated to web content producers

> For creative entrepreneurs, this MOOC is a perfect introduction to understanding the technology and market tendencies emerging from augmented reality.

> Journalists and web content creators will be able to discover how to augment paper-based media with music, images or videos, and learn how to create an augmented city map or geolocation-based games.

> Mobile app developers will learn how to construct augmented reality features which can be easily integrated into their apps.

### Teaching aims

- Identify the principle augmented reality technologies available on the market today
- Create apps using augmented reality
- Implement a system for image recognition and object “tracking”

- Use geolocation-based functions applied to augmented reality
- Discover the ISO-ARAF standard, an innovative programming language dedicated to augmented reality

This MOOC has been designed by, and will be led by, a teaching team from [Télécom SudParis](#), including lecturers [Marius Preda](#) and [Veronica Scurtu](#), and Research Engineer [Traian Lavric](#).

This MOOC is supported by the Patrick and Lina Drahi Foundation.

### **Do you want to view the MOOC in avant-première?**

Are you a web journalist wanting to view the MOOC in avant-première? Contact us now!  
Contactez-nous dès maintenant !

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**Join us on 19 September 2016 to start the new MOOC.**  
Before then, [sign up on Coursera](#)

#### **About Institut Mines-Télécom [www.mines-telecom.fr](http://www.mines-telecom.fr)**

Institut Mines-Télécom is a public institution dedicated to Higher Education and Research for Innovation in the fields of engineering and digital technology. Always tuned into the economic world, it combines high academic and scientific legitimacy with a practical proximity to business and a unique positioning in 3 major transformations of the 21st century: Digital Affairs, Energy and Ecology, and Industry. Its training and research for innovation are rolled out in the Mines and Télécom Graduate Schools under the supervision of the Minister for Industry and Electronic Communications. Institut Mines-Télécom is a founding member of the Industry of the Future Alliance. It maintains close relationships with the economic world and has two Carnot Institutes. Every year around one hundred startup companies leave its incubators.

#### **Press contacts**

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