

## ICADT-2025: Preconference Workshop on Augmented and Virtual Reality (AR & VR) Application Development

This workshop offers an immersive experience centered on 3D modelling, simulation, and virtual environment design. It includes interactive sessions focused on real-time rendering and spatial content creation. Participants will explore intuitive techniques for building and navigating extended reality experiences. The workshop emphasizes creative problem-solving using AR and VR tools.

### Topics:

- Overview of AR and marker-based tracking
- Unity project setup for AR
- Vuforia Engine integration and configuration
- ARCamera and Image Target usage
- Adding and testing 3D models in AR
- Animation with rigged 3D models and Animator Controller
- Mini project: personalized animated AR poster
- Final showcase and future AR development paths

### RESOURCE PERSONS



Mr. Satheesh B  
Co-founder, CTO,  
HappyMongo Learning Solutions Pvt Ltd,  
Bangalore

**Mr. Satheesh B** is a technology geek with over 12 years of experience in creating cutting-edge software products. His expertise lies in using emerging technologies such as Artificial Intelligence, Machine Learning, Augmented and Virtual Reality to design innovative solutions that solve complex business problems. He is a skilled architect who can design and develop software frameworks, ranging from designing libraries to serverless architectures.



Dr. Raja M.  
Head of the Department,  
VIT School of Design  
Vellore Institute of Technology

**Dr. Raja M** is an Assistant Professor (Senior) and Head of Department at Vellore Institute of Technology, Tamil Nadu, with over 19 years of experience spanning academia and media production. Prior to this, he worked as a Media Producer at Endemol Shine India and served as a Senior Lecturer at Villa College in the Maldives for over four years. His media industry experience includes key roles such as Senior Video Editor at Endemol India and Bag Films, as well as a Video Producer at JC Media Division in Chennai.

## **TARGET AUDIENCE**

- Faculty members, Researchers and Students from Academia
- Young researchers and scientists from Science and Technology (S&T) Organizations
- Young IT Professionals and Consultants from Business, Industry and Govt.

## **Workshop Coordinators:**

1. Dr.Kalaavathi B
2. Dr. Arivoli A
3. Dr. Deepika K
4. Dr. G M Karthick
5. Dr. Chandru Vignesh C