

# Project Geollery.com: Reconstructing a Live Mirrored World With Geotagged Social Media



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AT THE UNIVERSITY OF MARYLAND



COMPUTER SCIENCE  
UNIVERSITY OF MARYLAND, COLLEGE PARK

# Introduction

Social Media





# Motivation

Social Media + XR





# Motivation

## 2D layout

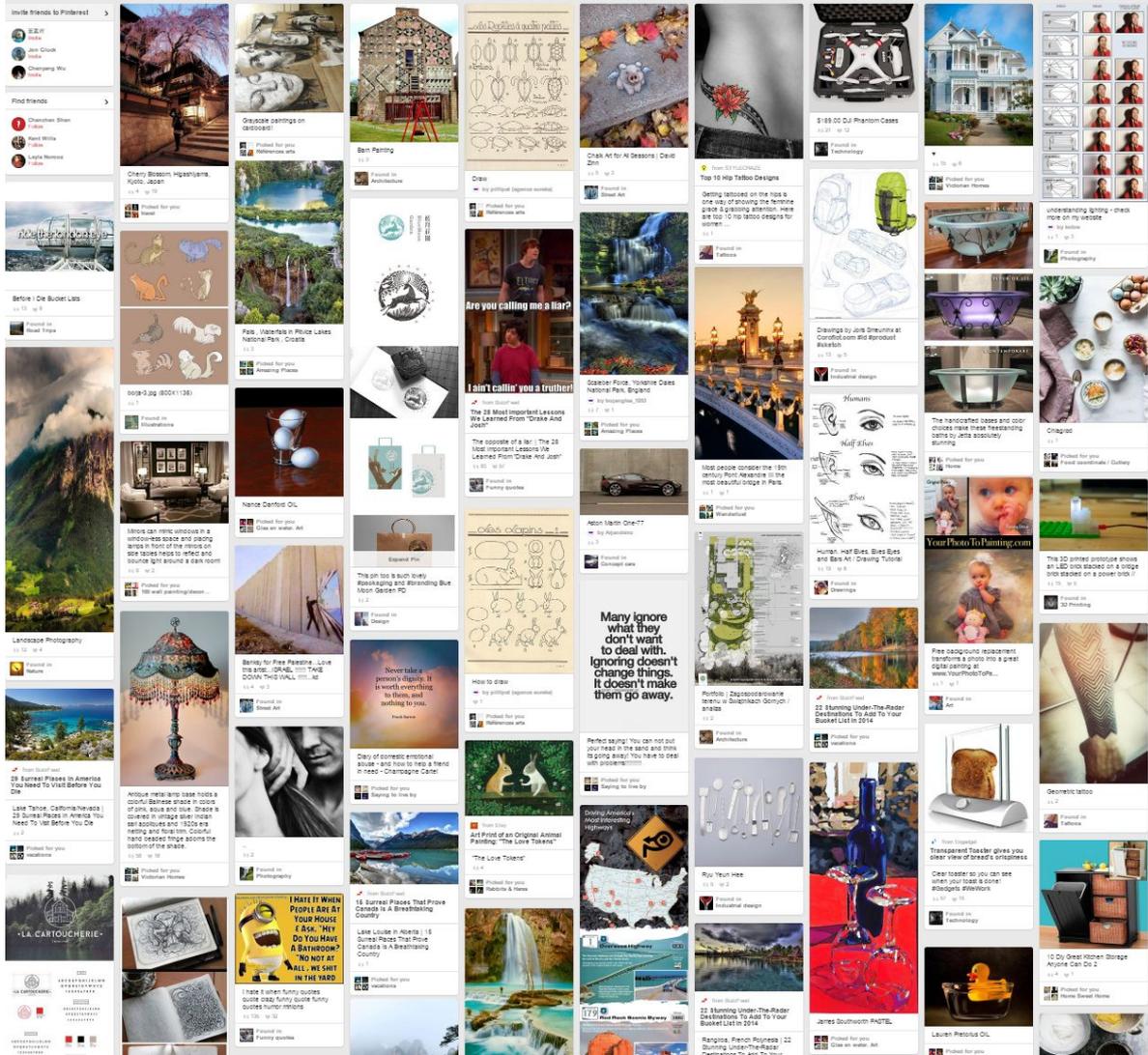


image courtesy:  
pinterest.com



# Motivation

Pros and cons of the classic



# Motivation

Pros and cons of the classic



## Related Work

### 2D Geospatial Visualization

#### PhotoStand:

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CHI 2008 Proceedings · Works In Progress

## Placing Flickr Photos on a Map

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### ABSTRACT

In this paper we investigate generic methods for placing photos uploaded to Flickr on the World map. An example of our methods

can be organised in a browsable or pin-pointed on a map to identify examples

April 5-10, 2008 · Florence, Italy

## Content Visualization and Management of Geo-located Image Databases

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### Abstract

In the last years, several algorithms and platforms for photo sharing have been developed. Usually, in order to index huge quantities of images for a fast and intuitive retrieval, additional textual tags attached to the pictures are considered. In this paper, we present a set of solutions for an effective management of geo-set of images, i.e. pictures equipped with tags indicating the geographical coordinates of acquisition. This brings towards an intuitive content visualization and management of large geo-located image databases.

### Keywords

Image categorization, geo-located images, interfaces

### ACM Classification Keywords

H5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous. H3.1. Content Analysis and Indexing: Indexing methods.

### Introduction

Among the social networking platforms, those ones that

every photo in practice, the main reasons. Flickr content is still geotagged and results are automatically generated. We investigate this

### ABSTRACT

PhotoStand enables the use of a map query interface to retrieve news photos associated with news articles that are in turn associated with the principal locations that they mention collected as a result of monitoring the output of over 10,000 RSS news feeds, made available within minutes of publication, and stored in a PostgreSQL database. The news photos are ranked according to their relevance to the clusters of news articles associated with locations at which they are displayed. This work differs from traditional work in this field as the associated locations containing the news photos are associated with the articles automatically without any human intervention such as tagging, and that photos are retrieved by location instead of just by keyword as is the case for many existing systems. In addition, the clusters provide a filtering step for detecting near-duplicate news photos.

### 1. INTRODUCTION

A demo is presented of PhotoStand (see also the related NewsStand [9, 17, 21, 29], TwitterStand [6, 24], and STEWARD [12] systems) which is an example application of a general framework we are developing for retrieving multimedia data (e.g., text, images, videos) using a map query interface from a database of news articles, photos, and videos [1]. The static photos are retrieved which differentiates it from Google where the photos are associated with news articles (geotagging). These feeds are processed by the NewsStand system which constantly polls them, downloads the new articles that contain a variety of tasks on them, and stores the results in a PostgreSQL database. This is motivated by our prior work on indexing spatial and temporal data [4, 5, 18–20] and similarity searching in the serial domain [16, 22, 25], as well as in a distributed domain [28].

The three major processing modules of NewsStand are its cleaner module, which extracts the text, images, and videos, as well as discards irrelevant objects in the feed; its geotagger [7, 8, 10, 11, 14], which extracts locations mentioned in the

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## PhotoStand: A Map Query Interface for a Photos

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articles, enabling them to be as windowing or simple point-which groups articles about the Stand database system is its processing modules by assigning NewsStand's user interface news articles for display using what we term *top-k window* handles about 50K articles per database of articles currently co-

The PhotoStand and TweetP NewsStand, while PhotoStand uses TwitterStand [24]. In addition, it strates the database querying capability as its capability to do similarity where the first step in the similarity on the text associated with the photo involves use of the actual image feature enable detecting near duplicates, then a natural complexity of comparing even photo.

The rest of this paper is organized as follows. Section 2 discusses related work. Section 3 describes how captions are identified and extracted near-duplicate image detection, extraction scenario and some underlying interaction while concluding remarks are given in Section 4.

### 2. RELATED WORK

Most of the work in associating geographic images has dealt with images that contain involves tags generated by humans (often the associated article in the case of news) device built into the camera (e.g., Flickr) nately, user generated tags are not always s precise latitude-longitude coordinate values require additional human intervention to id although gazetteers do help. We limit oursel accompany news articles and use the content contents of article documents to help us find These feature vectors are often sufficient to documents and the images that they refer to. structure vectors can be used to help us find

# Related Work

2D Geospatial Visualization



# Related Work

## 3D Geospatial Visualization

UIST 2001 (ACM Symp. on User Interface Software)

### View Management for

Blaine Bell  
Department  
500 W  
(bell,fein)



#### ABSTRACT

We describe a view-management component for 3D user interfaces. By view management, we mean the ability to maintain visual constraints on the projected view of the scene, such as locating related objects, or preventing objects from occluding other, or preventing objects from being selected. We describe a view-management component that accomplishes these goals by using a set of tags to modify selected object properties, such as size, and transparency, which are tagged with constraints. For example, some objects may be made transparent when they are selected, and some objects may be made opaque when they are selected. This component can be used to create a virtual environment in which objects are visible only when they are selected.

We introduce algorithms that use the constraints to approximate the view of the scene from the projections of visible portions of the unoccupied space in which objects are located.

## Photo Tourism: Exploring Photo Collections in 3D

Noah Snelvy  
University of Washington

Steven M. Seitz  
University of Washington

Richard Szeliski  
Microsoft Research



Figure 1: Our system takes unstructured collections of photographs and viewpoints (b) to enable novel ways of browsing the photos (c).

#### Abstract

We present a system for interactively browsing and exploring large unstructured collections of photographs of a scene using a novel 3D interface. Our system consists of an image-based model of the scene from end that automatically computes the viewpoint of each photograph as well as a sparse 3D model of the scene and image to model correspondences. Our *photo explorer* uses image-based rendering techniques to smoothly transition between photographs, while enabling full 3D navigation and exploration of the set of images. Our system also makes it easy to construct photo tours, scenic or historic locations, and to annotate image details. We describe our system on several large personal photo collections as images gathered from Internet photo sharing sites.

**CR Categories:** H.5.1 [Information Interfaces and Presentations]: Multimedia Information Systems—Artificial, augmented, and virtual realities I.2.10 [Artificial Intelligence]: Vision and Scene Understanding—Modeling and recovery of physical attributes  
**Keywords:** image-based rendering, image-based modeling, structure from motion

### 1 Introduction

A central goal of image-based rendering is to evoke a sense of presence based on a collection of photographs of a scene. In the last several years have seen significant progress toward this goal through view synthesis methods in the research community and commercial products such as panorama tools. On

## Social Snapshot: A System for Temporal Social Photography

Robert Patro, Cheuk Yiu Ip, Sujal Bista, and Amit Patel

**Social Snapshot** actively acquires and reconstructs temporally dynamic data. The system enables spatiotemporal 3D photography using commodity devices, assisted by their auxiliary sensors and network functionality. It engages users, making them active rather than passive participants in data acquisition.

struments used to acquire precise calibrated to produce precise To simplify 3D photoacq

Since the invention of photography, pictures of people, places, and events have become integral to our lives. Photography has become a primary subject of photography. Advances have brought photography into the form of compact cell phone cameras.

The next generation of photography revolutionizes the way we capture and share our lives. It socializes and democratizes photography. However, traditional photography requires intrusive cameras of the scene. The reconstruction of 3D scenes from images is a non-trivial task.

**CR Categories:** H.5.1 [Information Interfaces and Presentations]: Multimedia Information Systems—Artificial, augmented, and virtual realities I.2.7 [Artificial Intelligence]: Natural Language Processing—Text analysis I.2.10 [Artificial Intelligence]: Vision and Scene Understanding—Modeling and recovery of physical attributes

**Keywords:** image-based modeling and rendering, Wikipedia, natural language processing, 3D visualization

**Links:** [DL](#) [PDF](#)



Figure 1: Given a reference text describing a specific site, for example the Wikipedia article above for the Parthenon, we automatically generate a labeled 3D reconstruction, with objects in the model linked to where they are mentioned in the text. The user interface enables novel ways of browsing of the text with the visualization (see video).

#### Abstract

We introduce an approach for analyzing Wikipedia and other text together with online photos, to produce annotated 3D models of famous tourist sites. The approach is completely automated, and leverages online text and photo co-occurrences via Google Image Search. It enables a number of new interactions, which we demonstrate in a new 3D visualization tool. Text can be selected to move the camera to the corresponding objects, 3D bounding boxes provide anchors back to the text describing them, and the overall narrative through the text provides a temporal guide for automatically flying through the scene to visualize the world as you read about it. We show compelling results on several major tourist sites.

### 1 Introduction

Tourists have long relied on guidebooks and other reference materials to learn about and navigate sites of interest. While guidebooks are packed with interesting historical facts and descriptions of specific objects and spaces, it can be difficult to fully visualize the scenes they present. The primary cues come from images provided with the text, but coverage is sparse and it can be difficult to understand the spatial relationships between each image viewpoint. For example, the Berlitz and Lonely Planet guides [Berlitz International 2003; Garwood and Hole 2012] for Rome each contain just a single photo of the Parthenon, and have a similar lack of photographic coverage of other sites. Even online sites such as Wikipedia, which do not have space restrictions, have similarly sparse and disconnected visual coverage.

Instead of relying exclusively on static images embedded in text, suppose you could create an interactive, photorealistic visualization, where, for example, a Wikipedia page is shown next to a detailed 3D model of the described site. When you select an object in the scene via a smooth, photorealistic transition. Similarly, when you click on an object in the visualization, it highlights the corresponding descriptive text on the Wikipedia page. Our goal is to create such a visualization completely automatically by analyzing the Wikipedia page itself, together with many photos of the site available online (Figure 1).

Automatically creating such a visualization presents a significant challenge. The text and photos, which are often scattered across different pages, are difficult to link together. The user interface enables novel ways of browsing of the text with the visualization (see video).

## 3D Wikipedia: Using online text to automatically label and navigate reconstructed geometry

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Intel Labs

Daniel J. Butler<sup>2</sup>

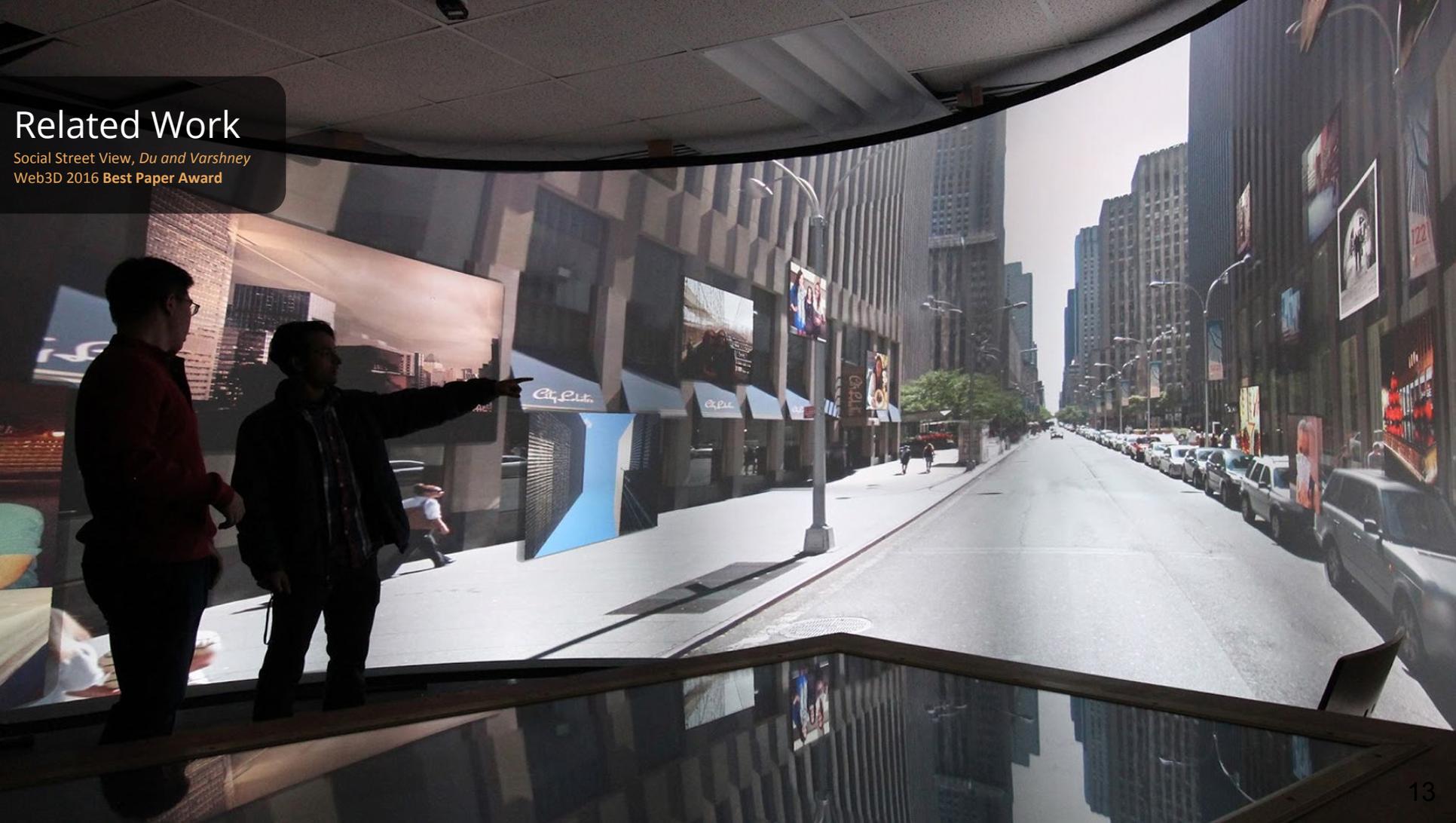
University of Washington

Steven M. Seitz<sup>2</sup>

Luke Zettl

## Related Work

Social Street View, Du and Varshney  
Web3D 2016 Best Paper Award



# Related Work

Social Street View, Du and Varshney  
Web3D 2016 Best Paper Award



# Related Work

Social Street View, *Du and Varshney*  
Web3D 2016 Best Paper Award



## Related Work

Social Street View, *Du and Varshney*  
Web3D 2016 Best Paper Award



## Related Work

VirtualOulu: Toni Alatalo *et al.*  
Web3D 2016



# Related Work

Virtual Oulu, Kukka et al.  
CSCW 2017



# Related Work

3D Visual Popularity  
*Bulbul and Dahyot, 2017*



# Related Work

Immersive Trip Reports  
*Brejcha et al. UIST 2018*





## Related Work

Facebook Spaces, 2017



# Geollery

A Mixed-Reality Social Media Platform, CHI 2019

3D buildings with 360° images

geotagged framed photos

Greetings!

Hi, friends!

Hello!

geotagged street art

virtual avatars and live chats

geotagged virtual gifts

Real-time Texturing



Our system allows users to see, chat, and collaborate with remote participants with the same spatial context in an immersive virtual environment.

# What's Next?

Research Question 1/3  
Du et al. Geollery, CHI 2019.

*What may a social media platform look like in mixed reality?*

# What's Next?

Research Question 2/3  
Du et al. Geollery, CHI 2019.

*What if we could allow social media sharing in a live mirrored world?*

## What's Next?

Research Question 3/3  
Du et al. Geollery, CHI 2019.

*What use cases can we benefit  
from social media platform in XR?*

# System Overview

Geollery V1 Workflow



2D polygons and metadata from OpenStreetMap



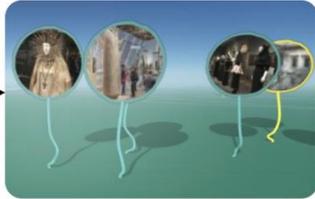
shaded 3D buildings with 2D ground tiles



added avatars, clouds, trees, and day/night effects



internal and external geotagged social media



virtual forms of social media: balloons, billboards, and gifts



Geollery fuses the mirrored world with geotagged data, street view 360° images, and virtual avatars.

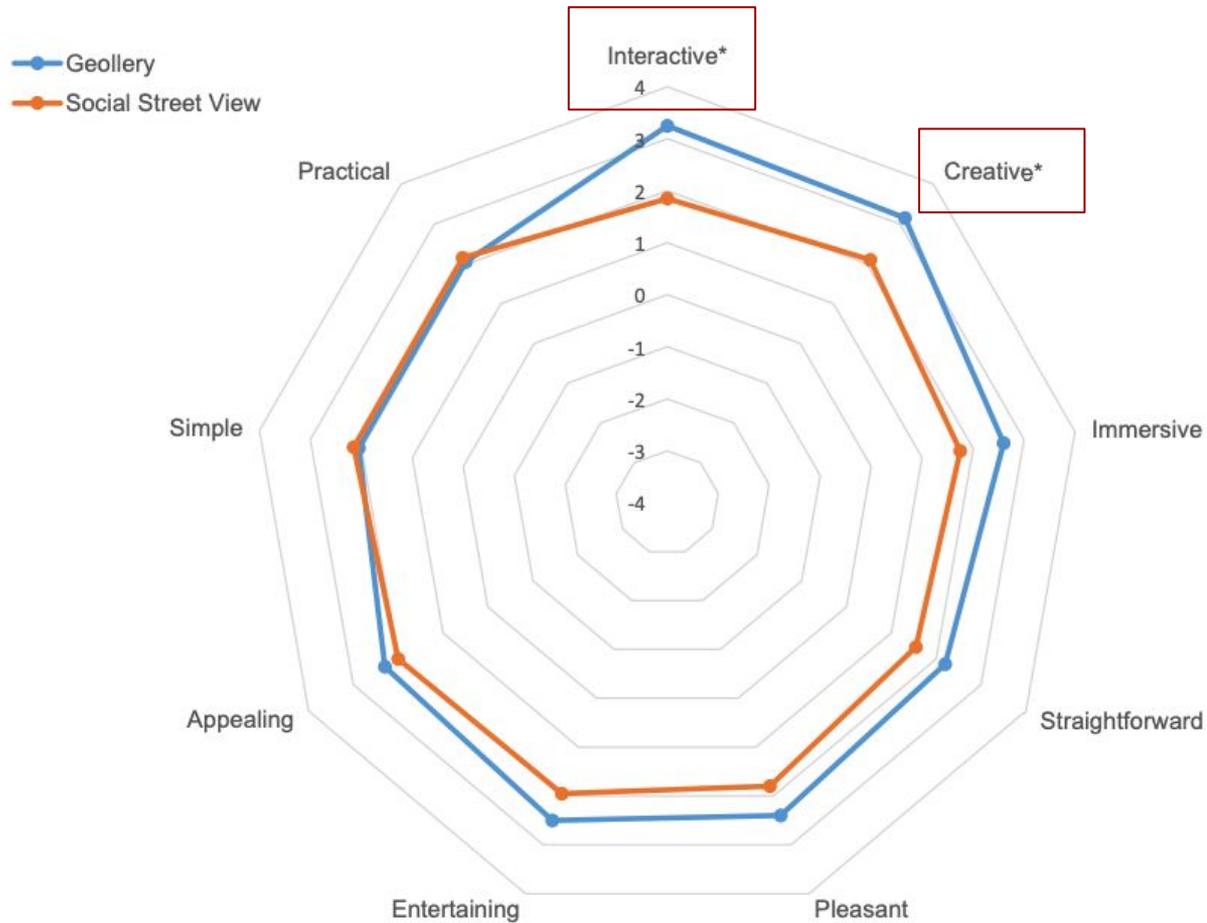
## Design Space

Geollery vs. Social Street View  
Du et al. Geollery, CHI 2019.

Variable	Geollery	Social Street View
Mesh	Ground, 3D Buildings, trees, and clouds	Sphere
Textures	Geollery v1: No texture Geollery v2: With 360° street views	Textured by 360° street views
Availability	Almost always available	Only available for the locations with 360° street view data
Motion	6 DoF	3 DoF + Teleport
Virtual Avatar	Available	Not applicable
Collaboration	Available	Not applicable
Social Media Location Accuracy	Almost the exact location in the world	Estimated by distance and orientation
Virtual Representation	Billboards / Balloons / Framed photos / Doodles / Gifts	Billboards (v2: added balloons and gifts)
Aggregation	Based on spatial relationship	Based on direction and distance

# User Study

Quantitative Evaluation  
Du et al. Geollery, CHI 2019.



# Insights

What we learned

High-quality content and seed users play key roles



# Insights

What we learned

Winter Garden Theatre  
The Winter Garden Theatre is a Broadway theatre located at 1634 Broadway between 50th and 51st Streets in midtown Manhattan.



Interactivity and panoramic textures increase immersion.



“

[I will use it for] exploring *new places*. If I am going on vacation somewhere, I could *immerse myself* into the location. If there are avatars around that area, I could *ask questions*.

”

“

I think it (Geollery) will be useful for **families**. I just taught my grandpa how to use Facetime last week and it would be great if I could teleport to their house and meet with them, then we could chat and share photos with our avatars.

”

What if we could reconstruct a high-quality, all textured, walkable mirrored world with geotagged social media **in real time**?



coarse detail



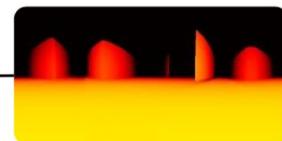
fine detail



building polygons



360° images



depth maps



# System Overview

Geollery Workflow

```
parse_str($query);  
if ($query) {  
    $query = array_replace($qs, $query);  
    $queryString = http_build_query($query, '', '&');  
} else {  
    $query = $qs;  
    $queryString = $components['query'];  
}  
} elseif ($query) {  
    $queryString = http_build_query($query, '', '&');  
}  
  
$server['REQUEST_URI'] = $components['path'].('' !== $queryString  
$server['QUERY_STRING'] = $queryString;  
  
return self::createRequestFromFactory($query, $request, array(),
```

- \* Sets a callable able to create a Request instance.
- \* This is mainly useful when you need to override the Request class
- \* to keep BC with an existing system. It should
- \* other

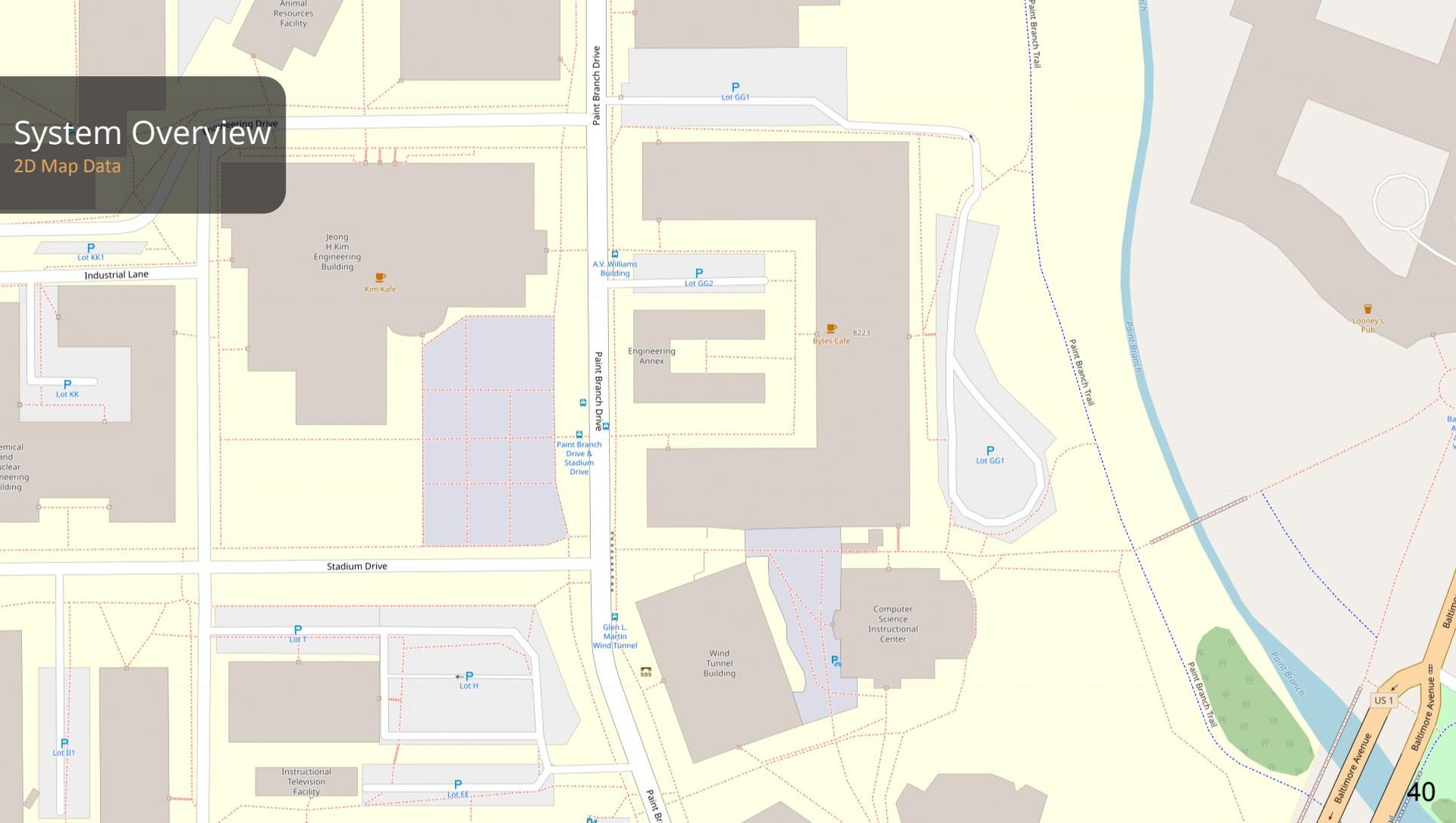
# System Overview

Given (latitude, longitude)



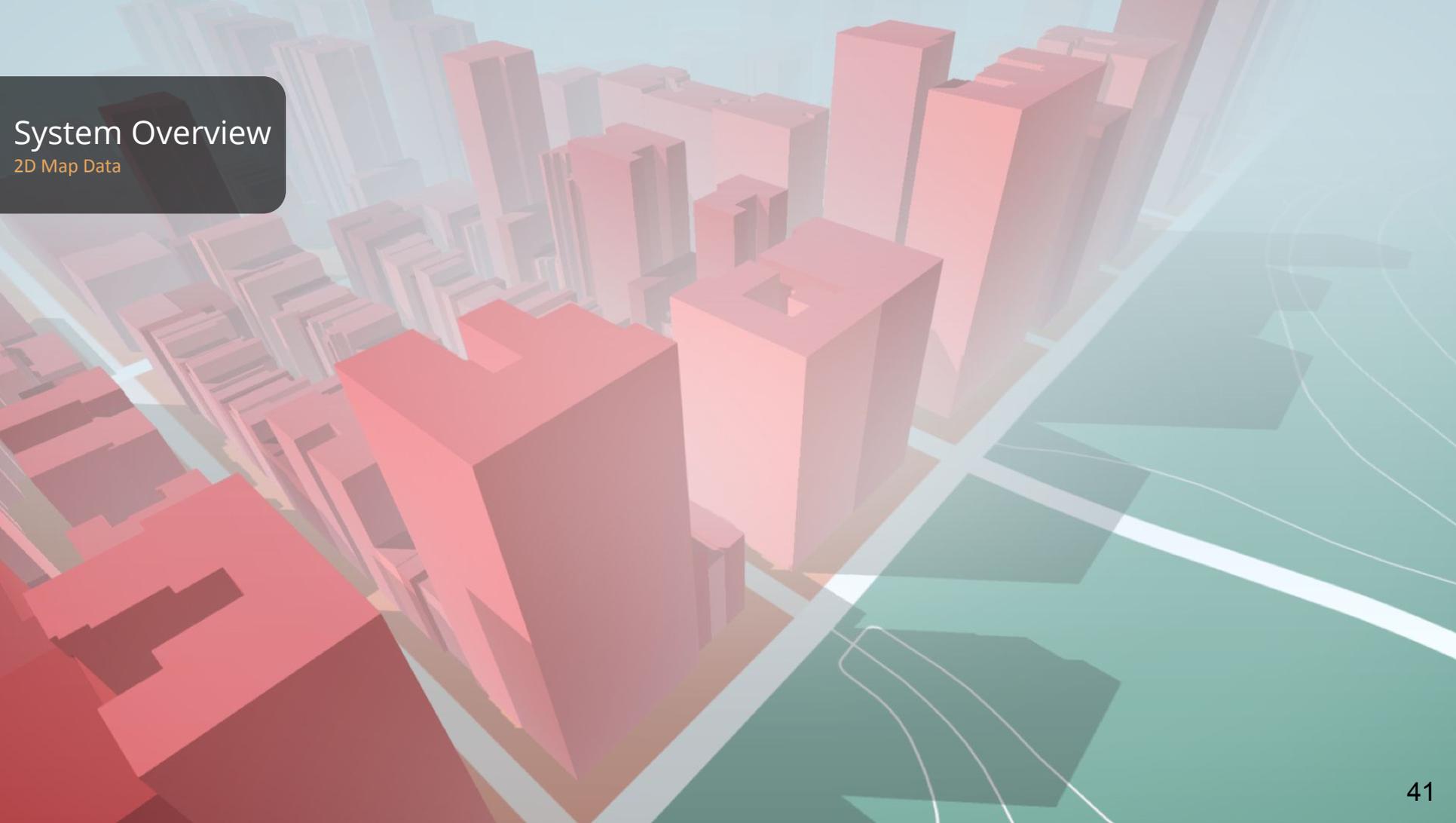
# System Overview

2D Map Data



# System Overview

2D Map Data



Female

Male

Other

## System Overview

+Avatar



# System Overview

+Avatar +Trees +Clouds



# System Overview

+Avatar +Trees +Clouds +Night



# System Overview

Street View Panoramas



# System Overview

Street View Panoramas

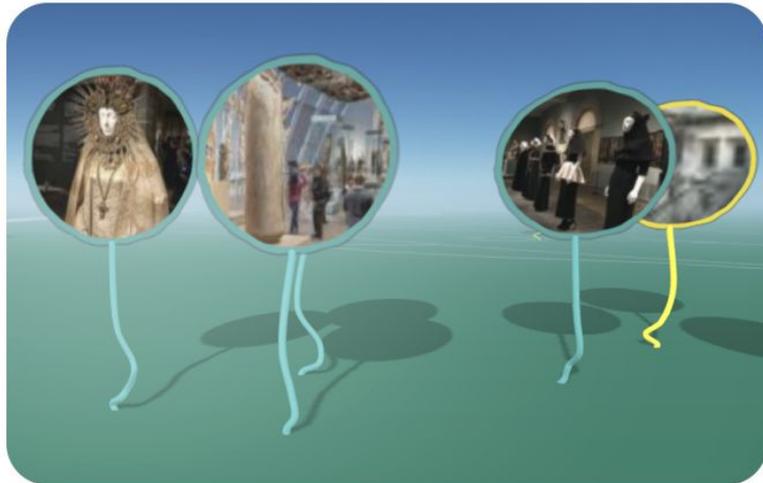
# System Overview

Street View Panoramas



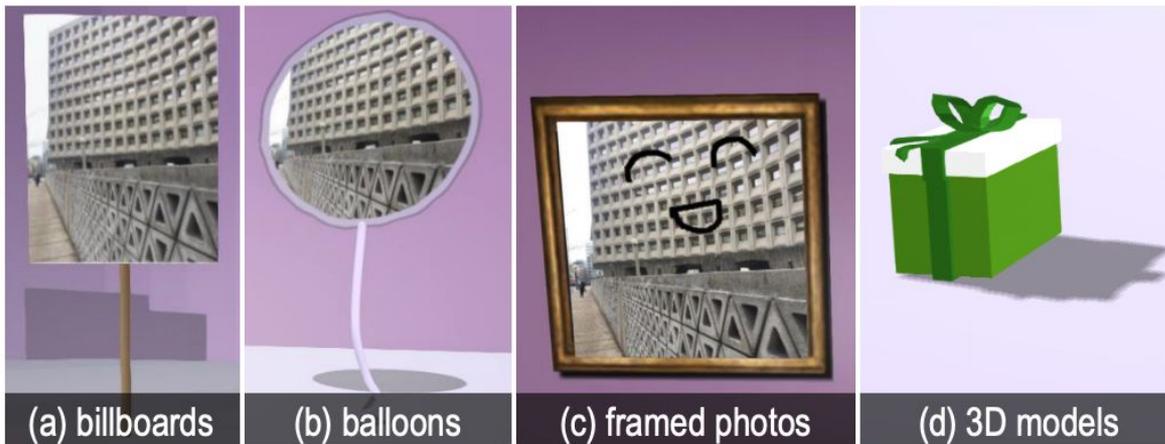
# System Overview

Geollery Workflow



# System Overview

Geollery Workflow



(a) billboards

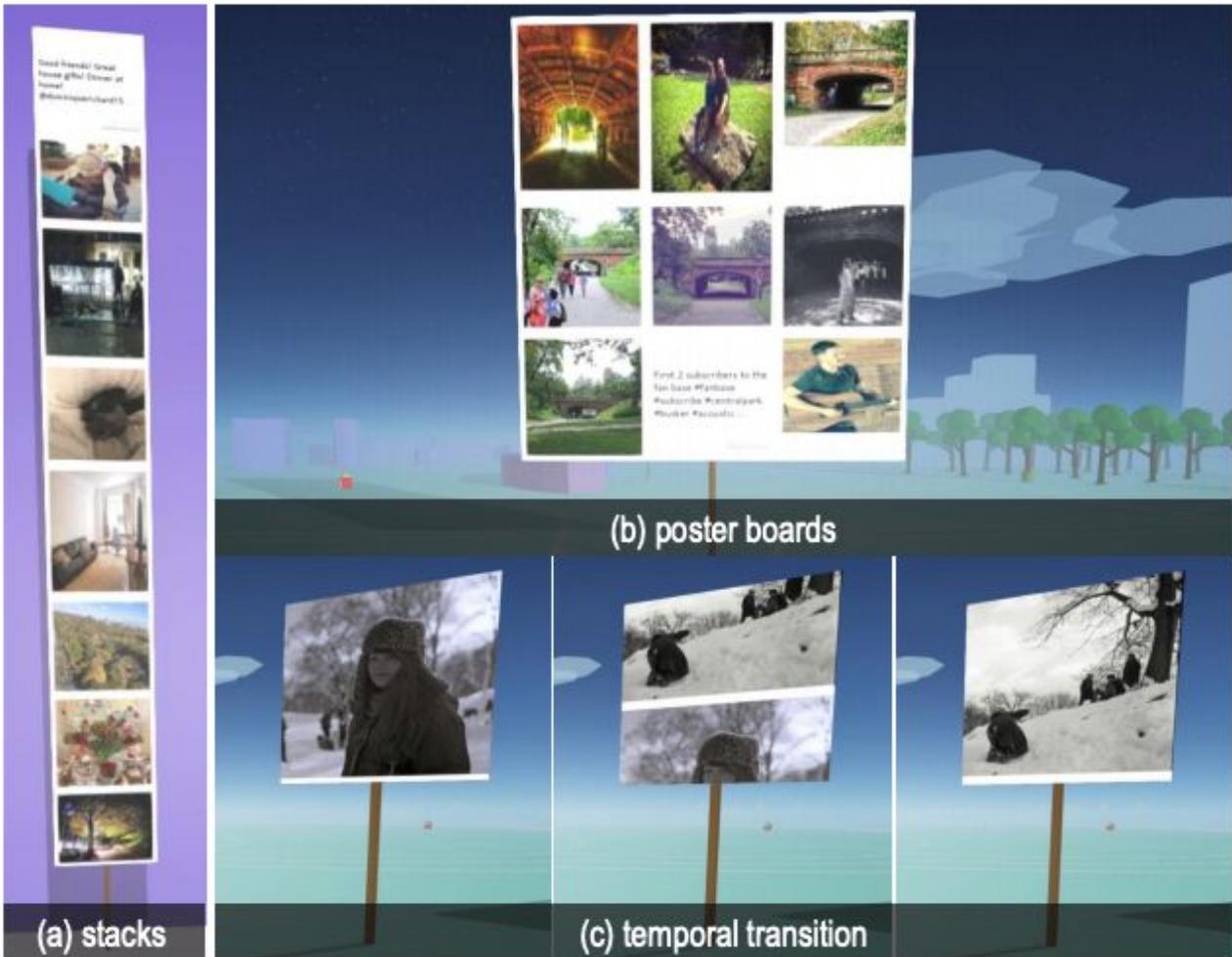
(b) balloons

(c) framed photos

(d) 3D models

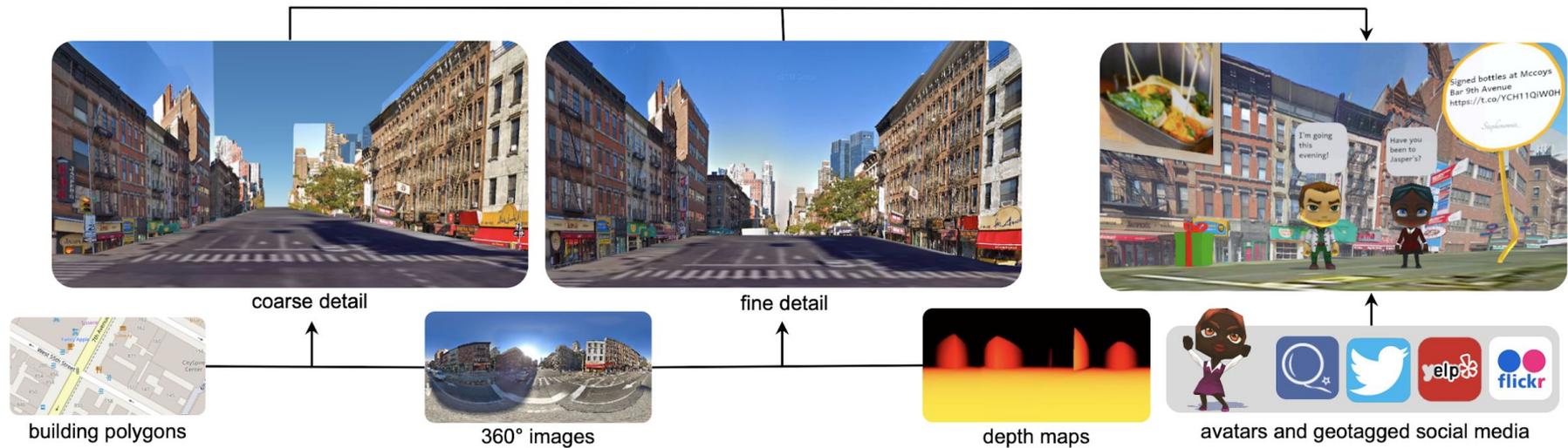
# System Overview

Geollery Workflow



# System Overview

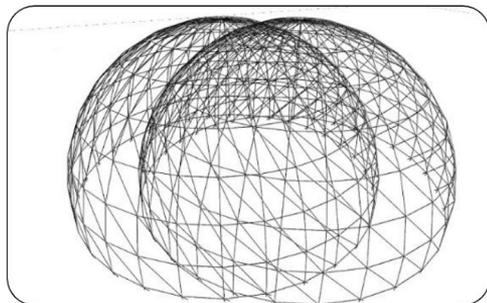
Geollery Workflow



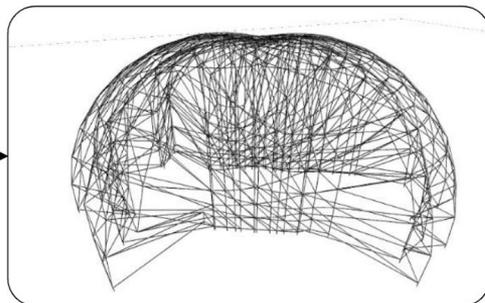
All data we used is publicly and widely available on the Internet.

# Rendering Pipeline

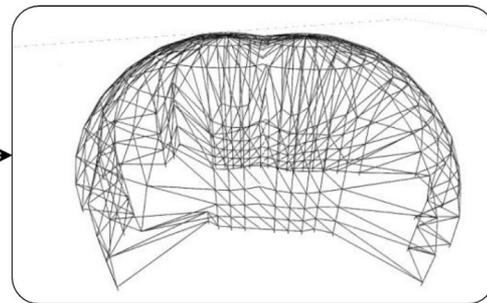
Close-view Rendering



(a) initial spherical geometries



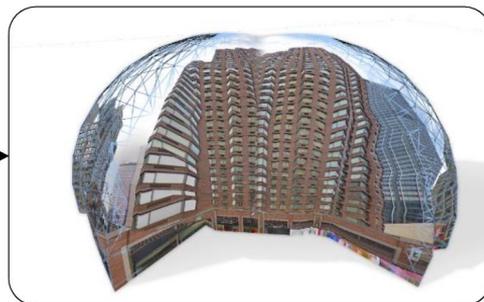
(b) depth correction



(c) intersection removal



(d) texturing individual geometry



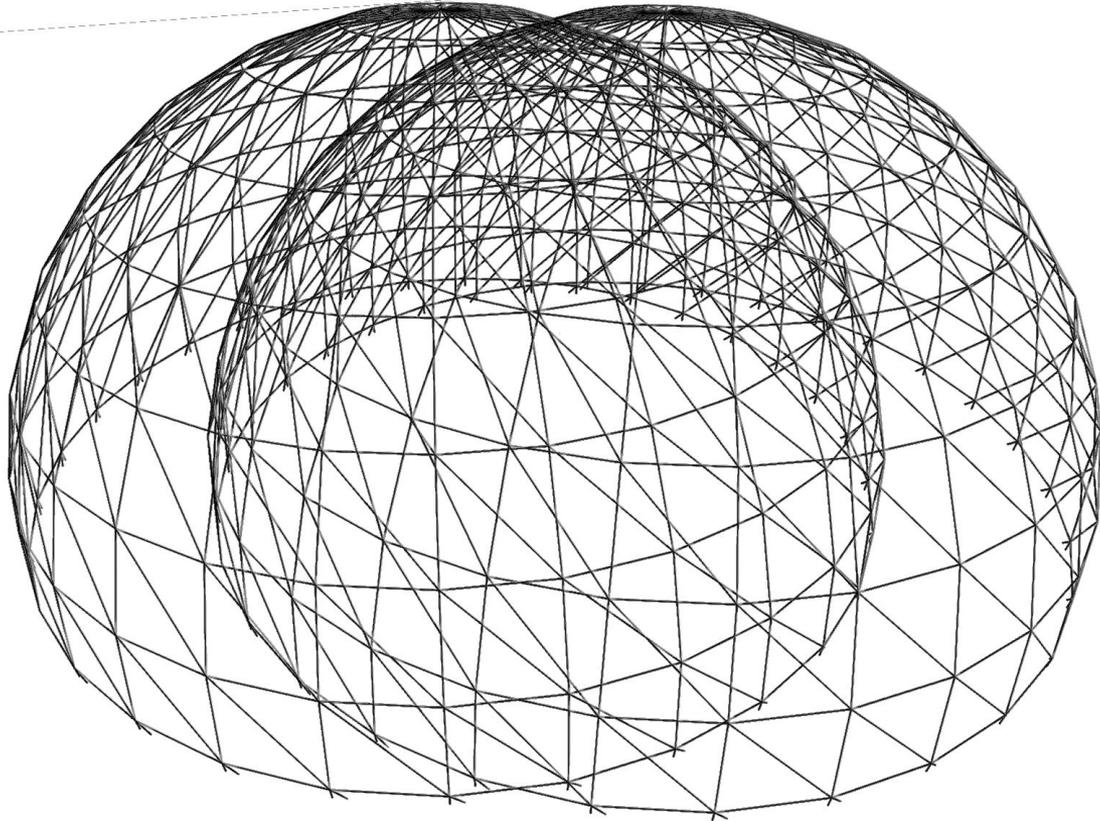
(e) texturing with alpha blending



(f) rendering results in fine detail

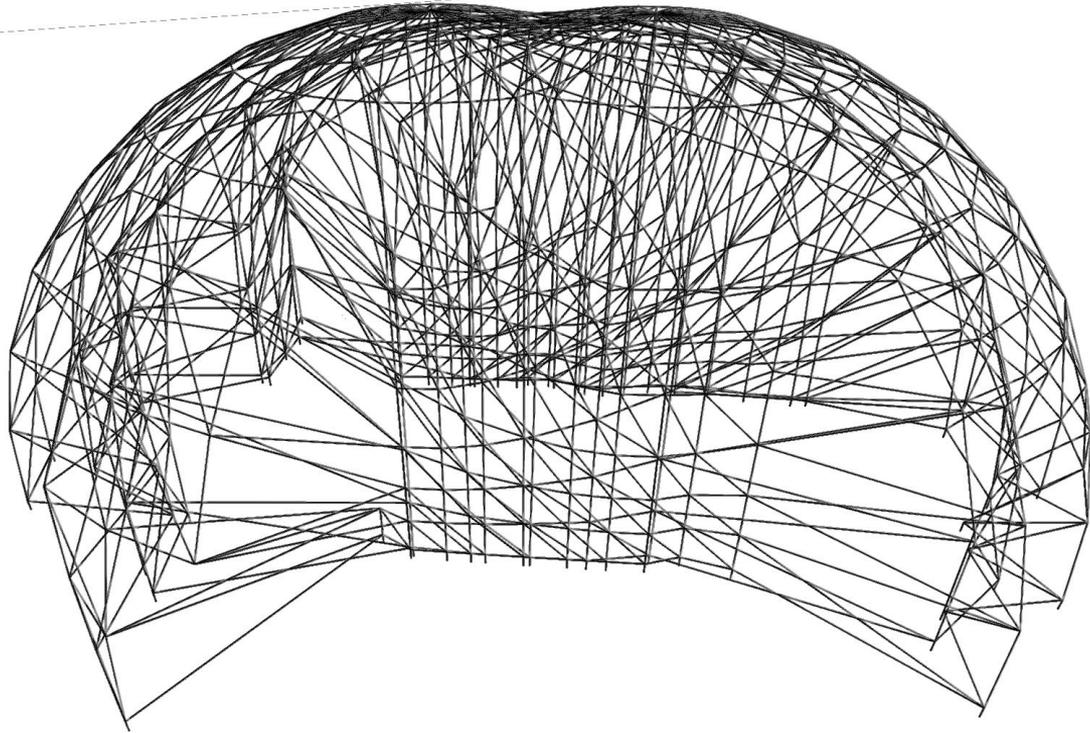
# Rendering Pipeline

Initial spherical geometries



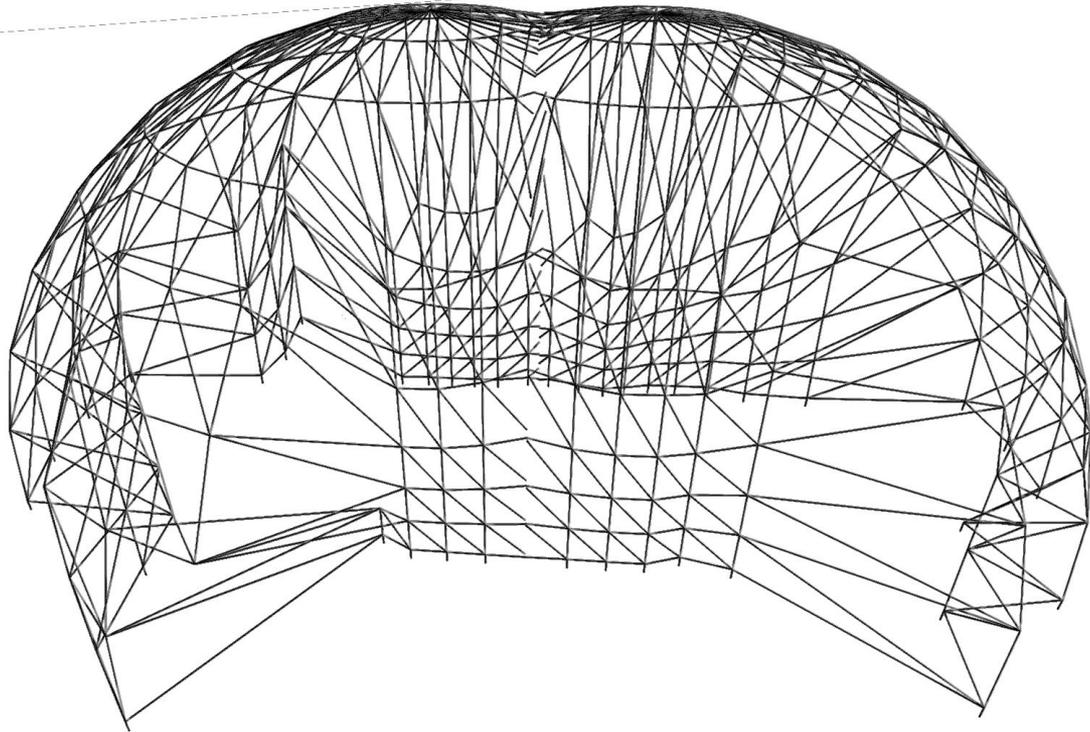
# Rendering Pipeline

Depth correction



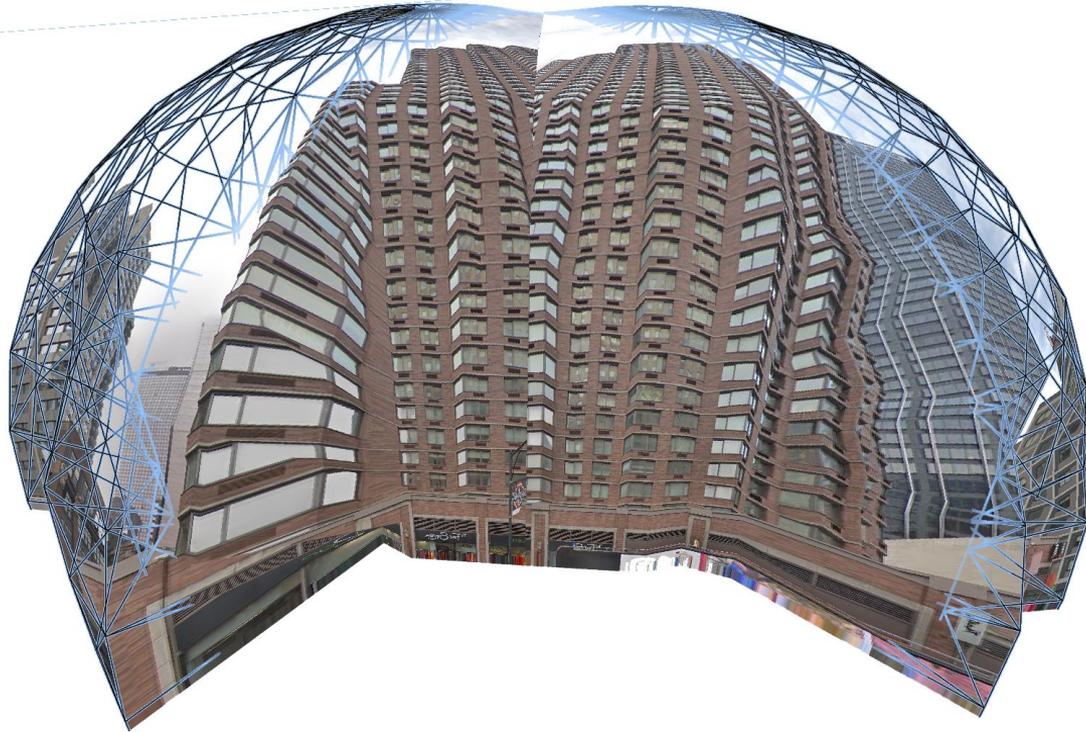
# Rendering Pipeline

Intersection removal



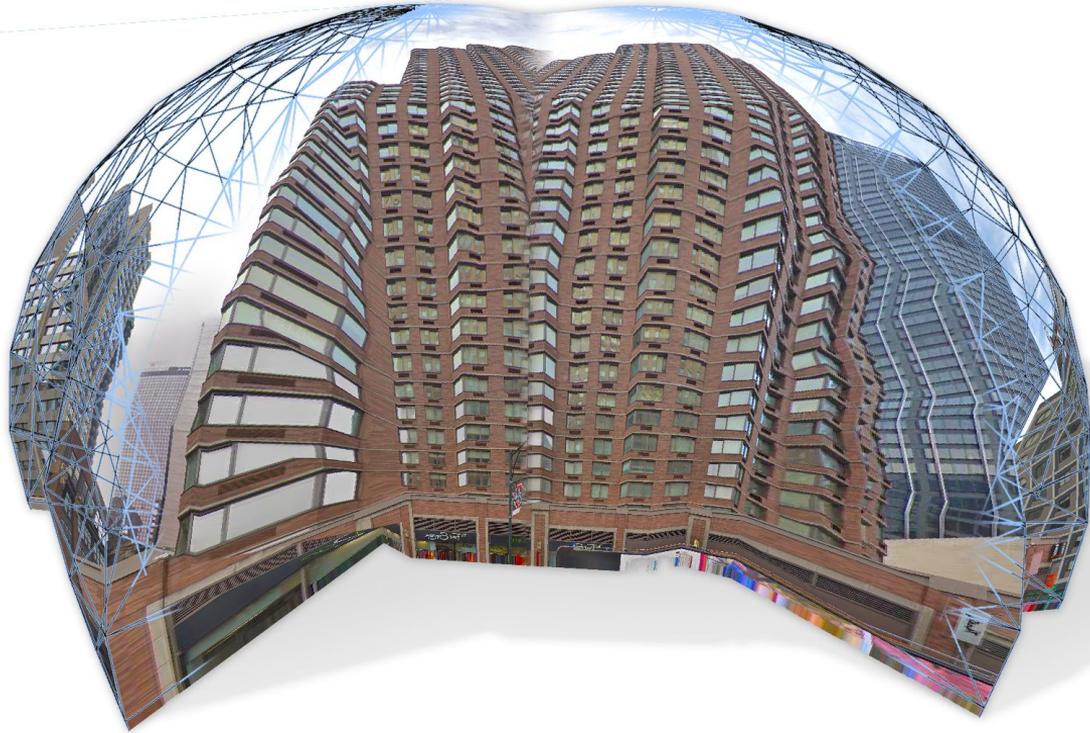
# Rendering Pipeline

Texturing individual geometry



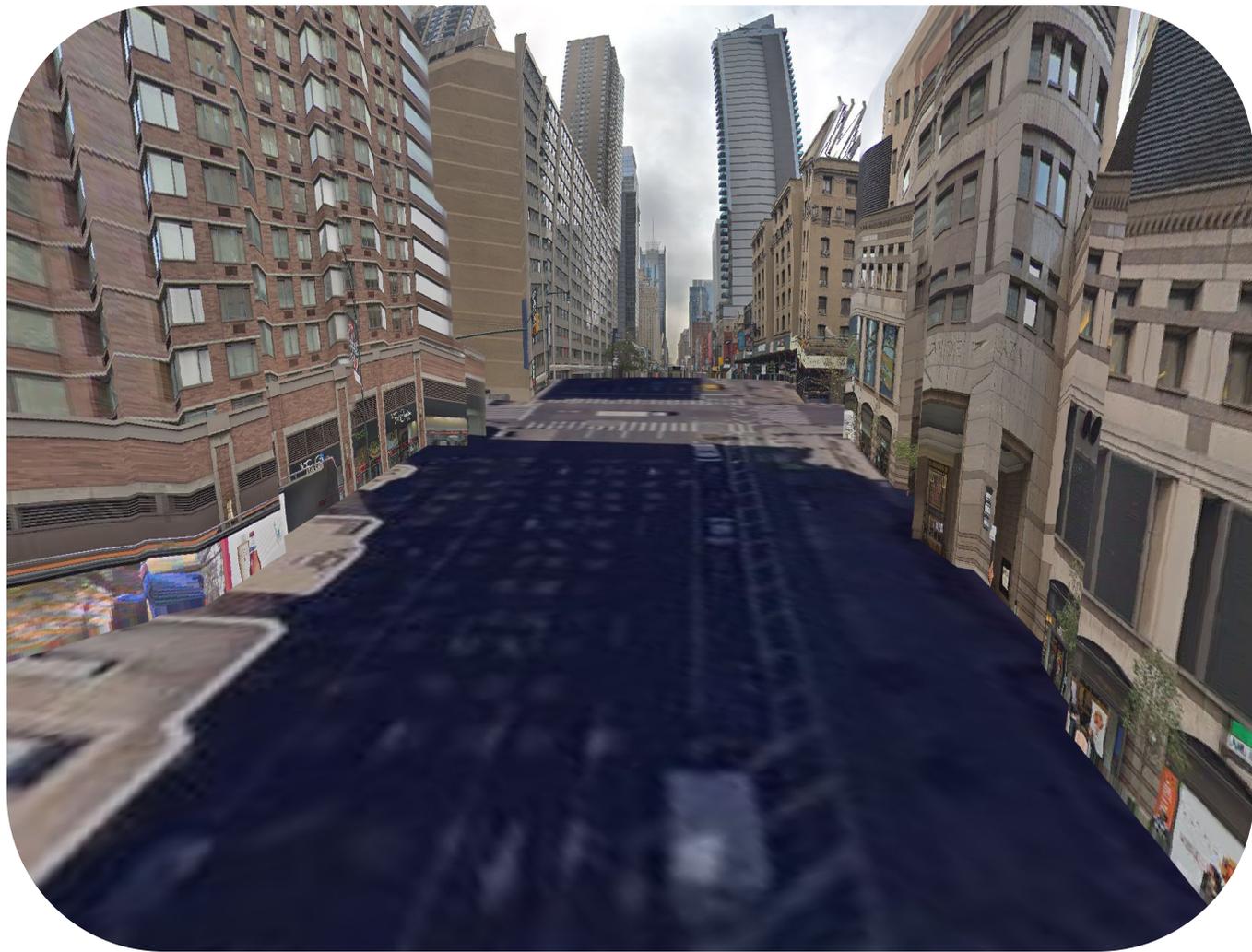
# Rendering Pipeline

Texturing with alpha blending



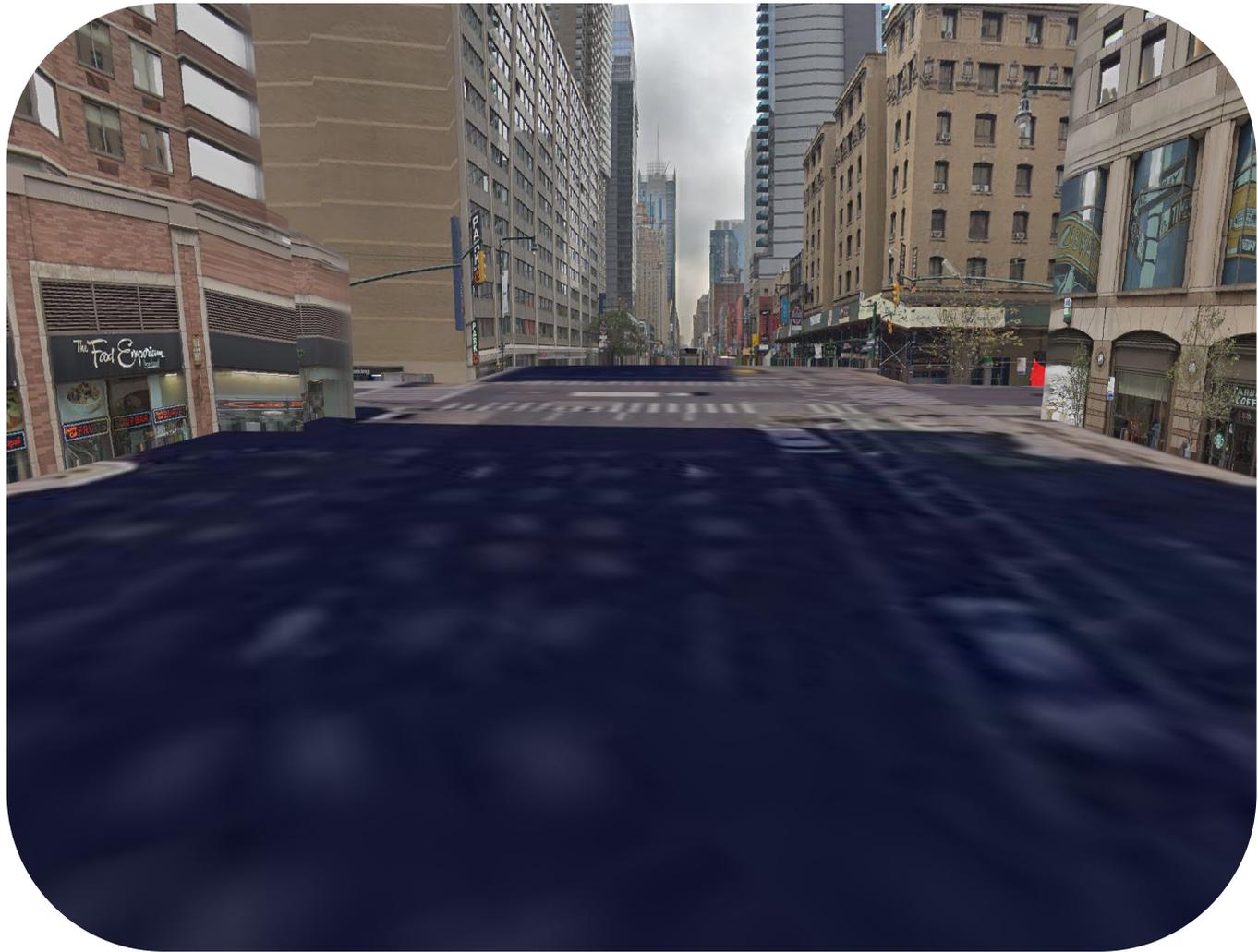
## Rendering Pipeline

Rendering result in the fine detail



## Rendering Pipeline

Rendering result in the fine detail



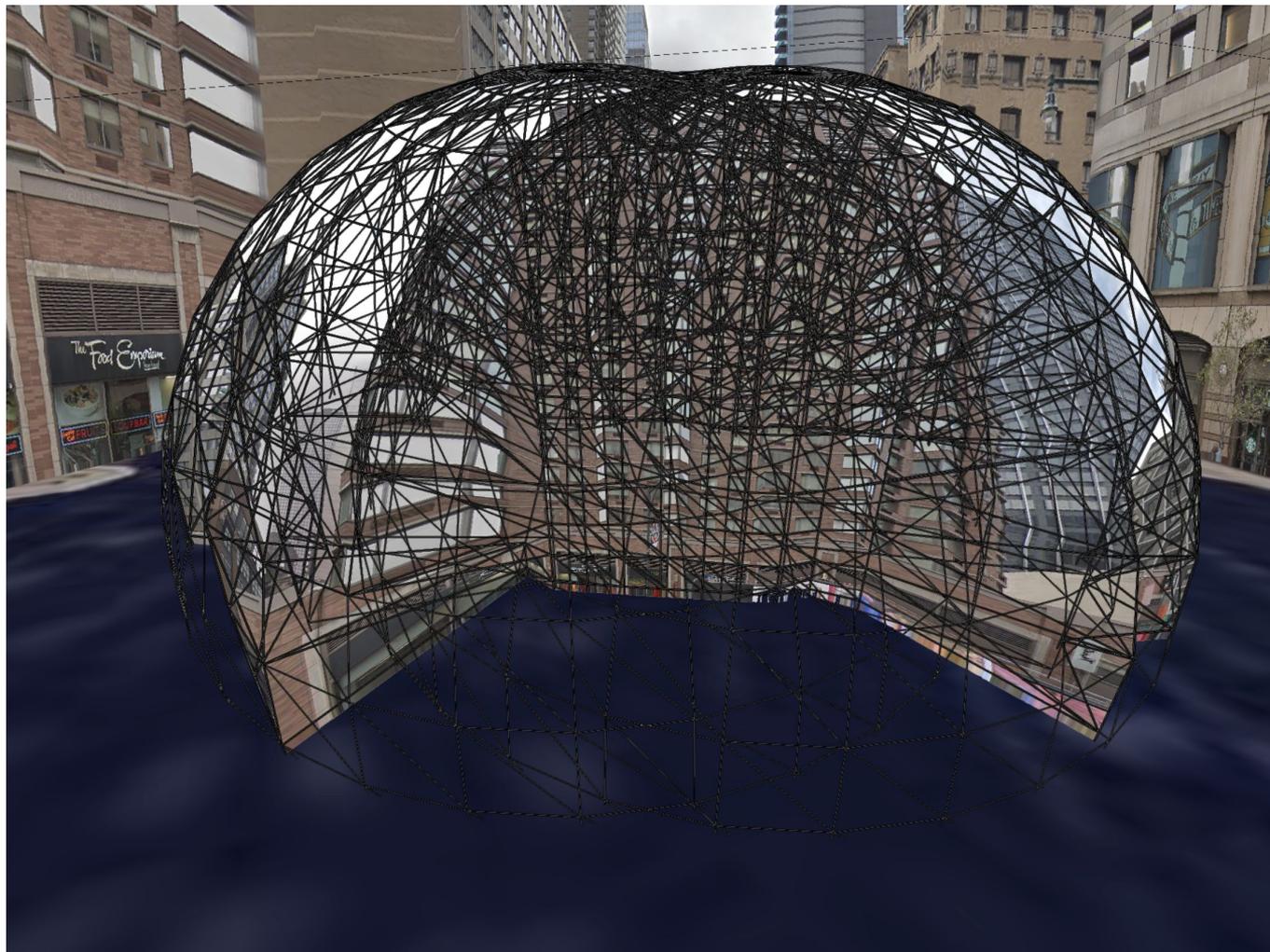
## Rendering Pipeline

Rendering result in the fine detail



# Rendering Pipeline

Close-view Rendering



# Rendering Pipeline

Gap Alignment



(a) without gap alignment



(b) with gap alignment

# Rendering Pipeline

Gap Alignment



# Rendering Pipeline

Gap Alignment



# Rendering Pipeline

Seam Blending



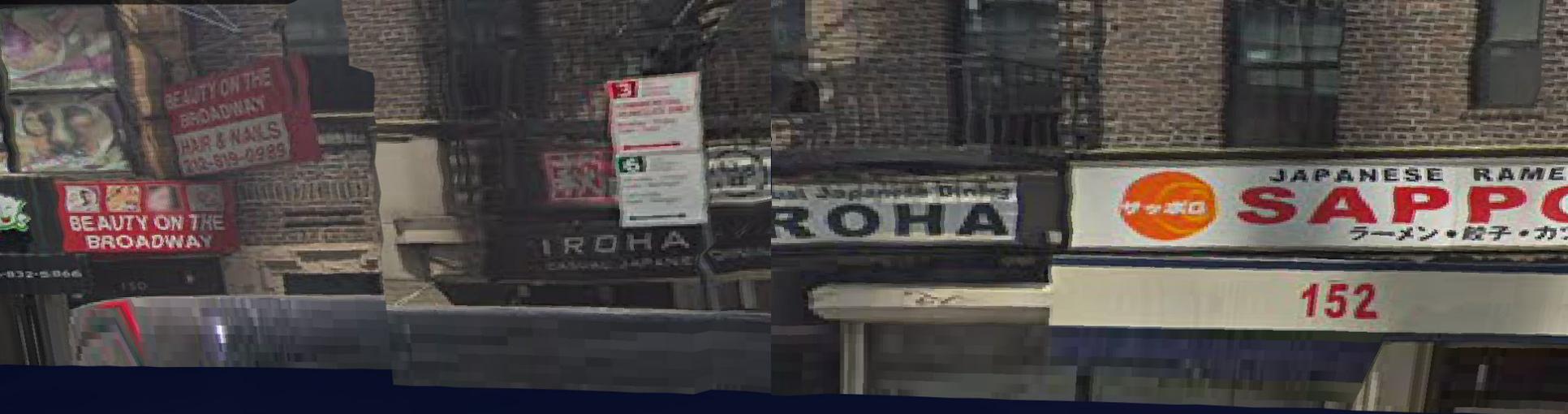
(a) without seam blending



(b) with seam blending

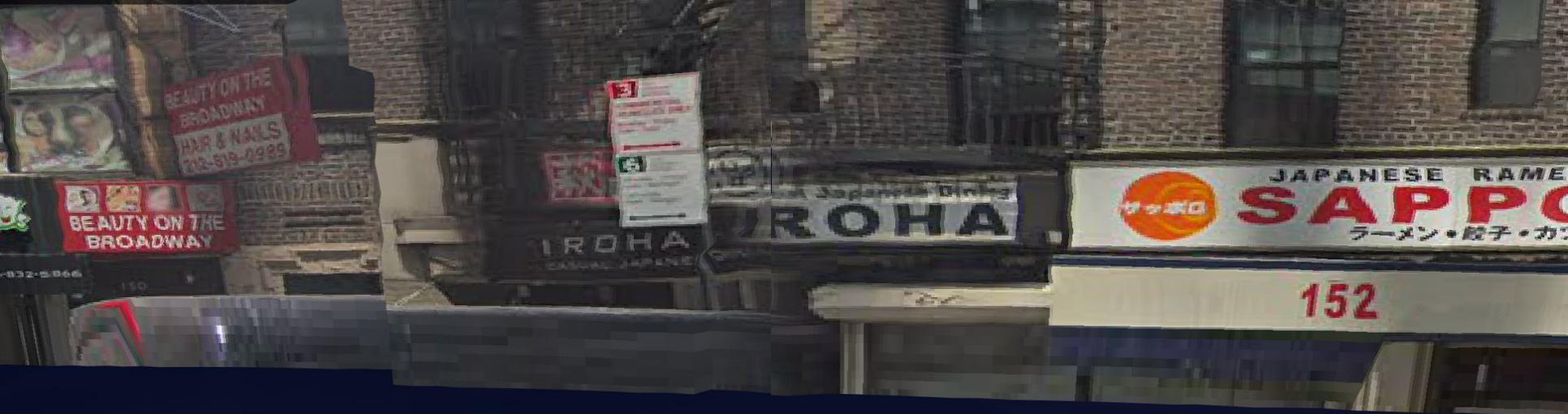
# Rendering Pipeline

Seam Blending



# Rendering Pipeline

Seam Blending



# Rendering Pipeline

## Street View vs. Satellite Images



(a) texturing with street view images



(b) texturing with satellite images

# Rendering Pipeline

Street View vs. Satellite Images



# Rendering Pipeline

Street View vs. Satellite Images



# Rendering Pipeline

## Gaussian Filtering



(a) without Gaussian filtering



(b) with Gaussian filtering

# Rendering Pipeline

Gaussian Filtering



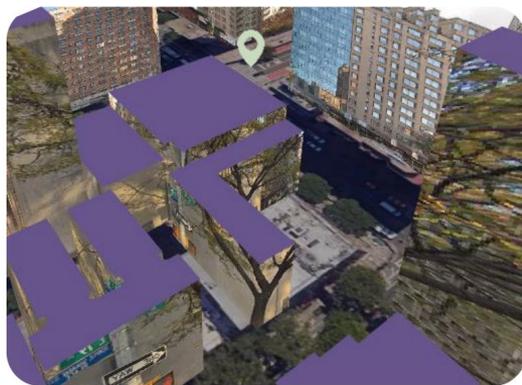
# Rendering Pipeline

Gaussian Filtering

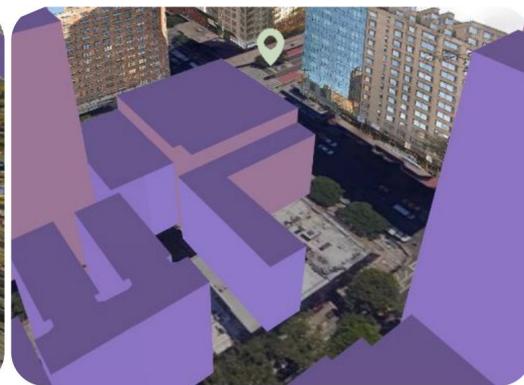


# Rendering Pipeline

Occlusion Test



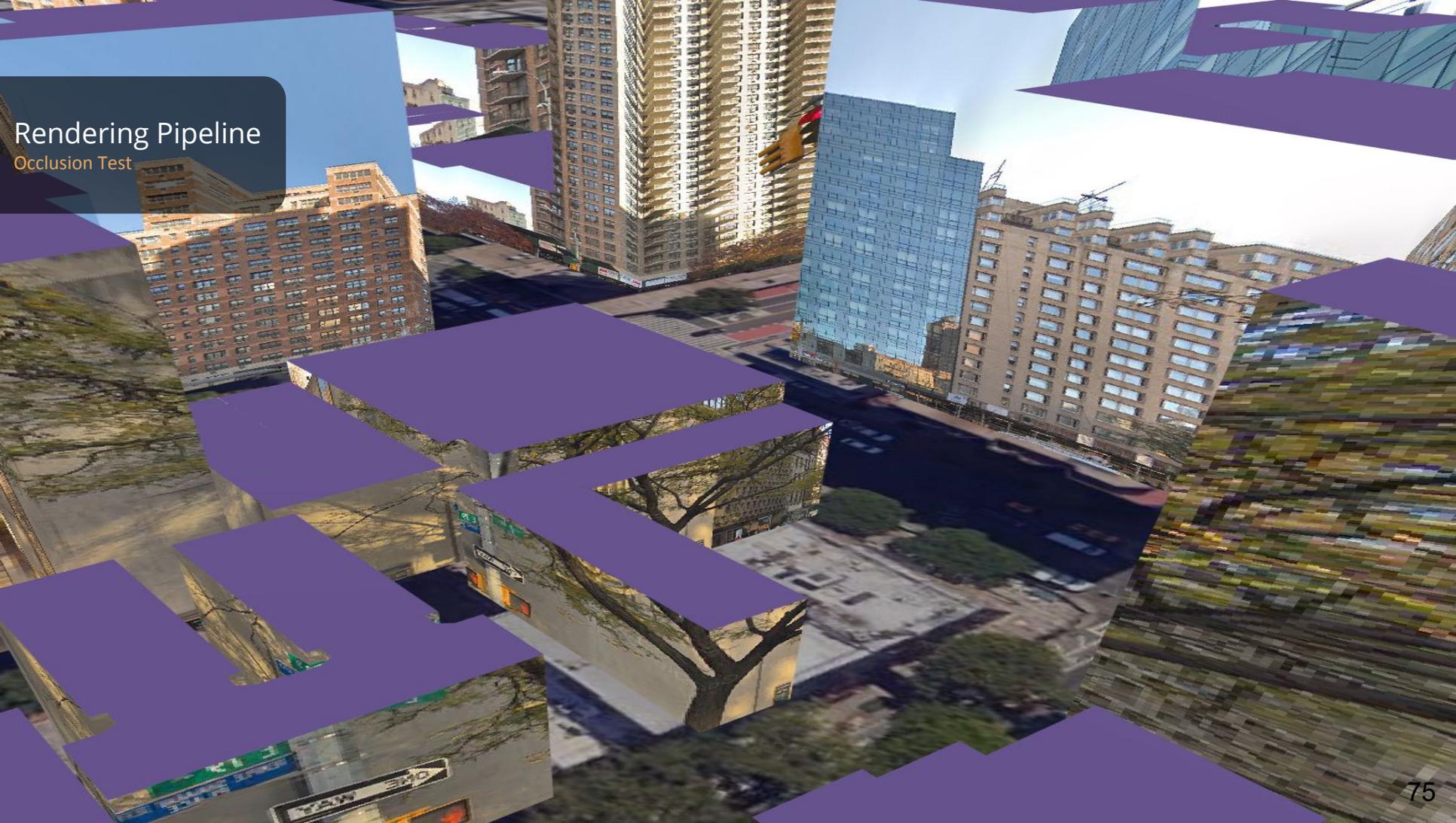
(a) without occlusion test



(b) with occlusion test

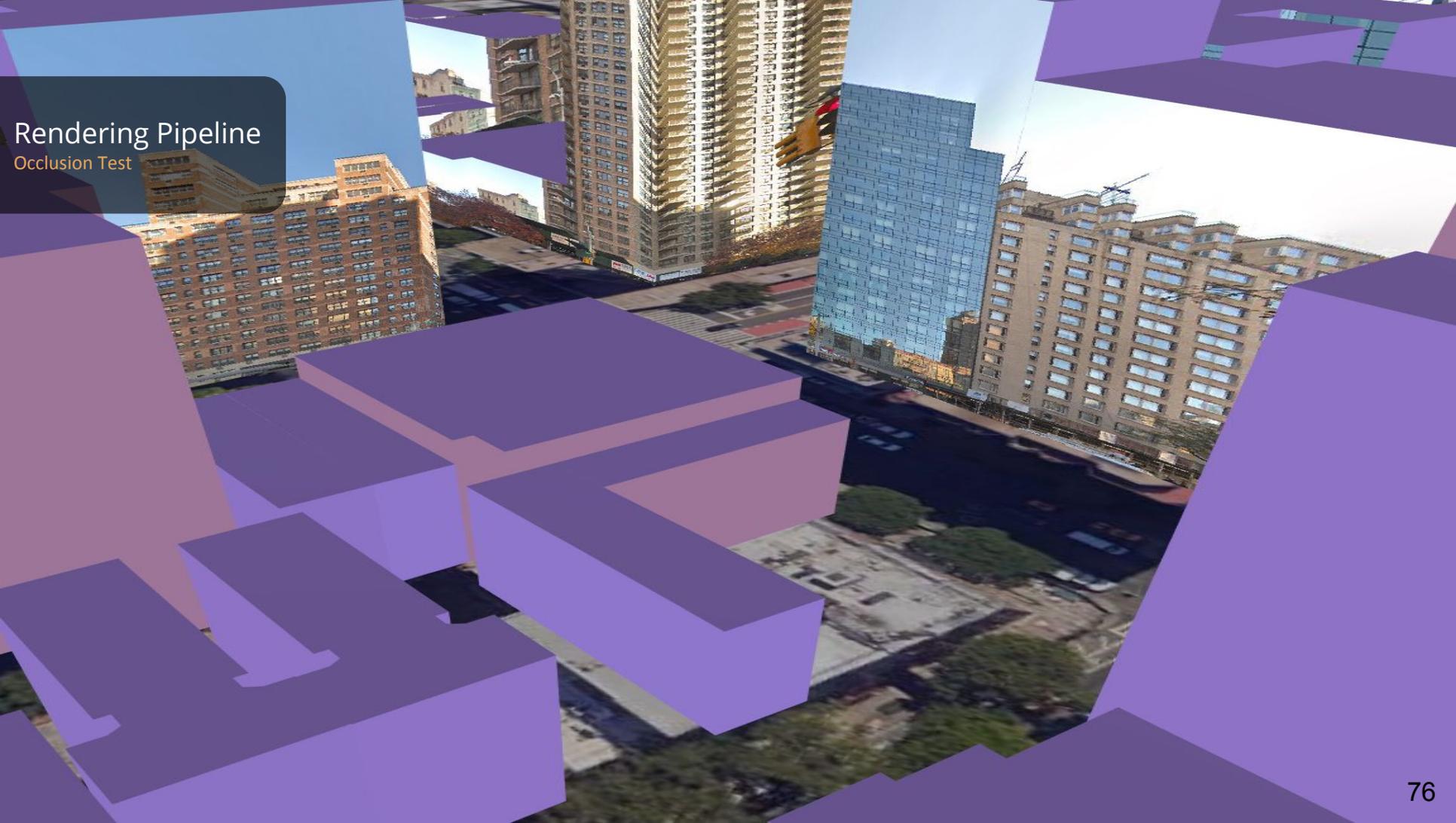
# Rendering Pipeline

Occlusion Test



# Rendering Pipeline

Occlusion Test

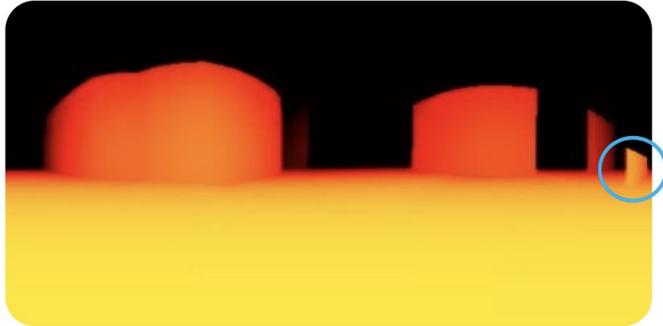


5 adjacent street views are cached while users are walking.

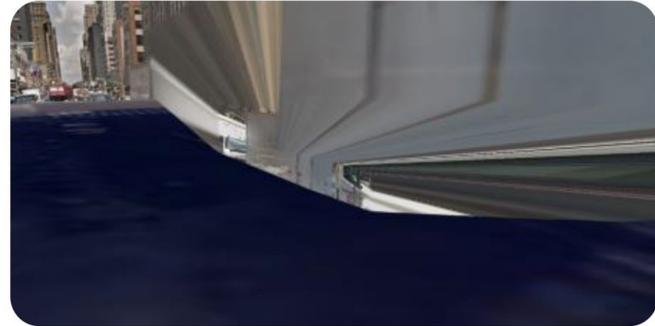
Each geometry has 131,074 vertices to be processed by the GPU

## Limitations

Inaccurate depth maps etc.



(a) inaccurate raw depth map



(b) resulting occlusion



## Countries

Visits from 32 countries registered.

up

No.	Country	Last Visit		Percent & Number of Visits	
1	United States	Sat July 27, 2019	15:07:58	72.52%	636
2	China	Thu July 25, 2019	01:33:22	8.10%	71
3	United Kingdom	Thu July 4, 2019	02:51:11	3.08%	27
4	Japan	Mon July 22, 2019	23:49:05	2.74%	24
5	Korea, Republic of	Thu June 27, 2019	18:41:37	1.71%	15
6	Canada	Thu Apr 4, 2019	16:32:19	1.48%	13
7	Hong Kong	Wed July 24, 2019	01:19:18	1.25%	11
8	Germany	Tue June 4, 2019	15:56:59	0.91%	8
9	Ireland	Thu July 18, 2019	00:21:29	0.68%	6
10	Russian Federation	Sat June 8, 2019	07:30:52	0.68%	6
11	India	Mon June 10, 2019	02:55:41	0.68%	6
12	Taiwan	Thu May 16, 2019	08:05:58	0.68%	6
13	Italy	Wed June 19, 2019	08:46:30	0.57%	5

# Rendering Pipeline

Experimental Features



“

Geollery/Social Street View has its own set of distinct offerings, as it is **anchored within real-world settings**, just mapped onto VR, whereas these are definitely more ‘fantasy’ type of arenas. In that way, as you have already done, I think there are multitude game challenges/tasks/feedback, like the balloons, to add in!

”

Email feedback from pilot users

“

I think it'd be cool if you could see posts by people in real time, along with the establishment they're in (like **someone tweeting from inside McDonald's or a movie theater**), if that makes sense. Sort of like checking in to a place on Facebook

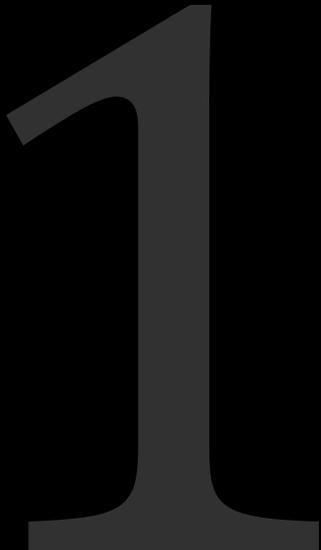
”

Email feedback from pilot users

An interactive rendering pipeline of

Fusing 360° Panoramas

at two levels of detail.



Contributing a large-scale real-time system to

2

## Reconstruct a Mirrored World

without the prior knowledge of any 3D models but only street view images and depth maps, which may be estimated from deep learning pipeline etc.

# Establishing a web-based platform at

# 3

## Geollery.com

for visualizing geotagged social media in a collaborative mixed-reality setting.

# Discussion

Use Case: Audio Tour



(Museum of Modern Art, New York, USA)

...

# Discussion

Taking the Feedback:  
Geollery v2, Web3D & VR 2019

## Geollery: A Mixed Reality Social Media Platform

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Figure 1: Geollery creates an interactive mirrored world where users are immersed with 3D buildings, live chats, and geotagged social media. The social media are visualized as balloons, billboards, framed photos, and geotagged social media.

### ABSTRACT

We present Geollery, an interactive mixed reality social media platform for creating, sharing, and exploring geotagged information. Geollery introduces a real-time pipeline to progressively render an interactive mirrored world with three-dimensional (3D) buildings, internal user-generated content, and external geotagged social media. This mirrored world allows users to see, chat, and collaborate in an immersive virtual environment. We describe the system architecture of

Geollery, its key interactions. Finally, we conduct a qualitative comparison of Geollery with other social media systems. Social Street View, we discuss responses, we discuss system and derive key findings from our study revealing travel planning.

- CCS CONCEPTS
- Human-centered computing
- Virtual reality

### KEYWORDS

virtual reality, view, visualization, ACM Reference

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Figure 1: Geollery creates an interactive mirrored world in real time in which users are immersed with 3D buildings, live chats, and geotagged social media. The social media are visualized as balloons, billboards, framed photos, and gift boxes, all in real time.

## Experiencing a Mirrored World with Geotagged Social Media in Geollery

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### ABSTRACT

We demonstrate the online deployment of Geollery [5], a mixed reality social media platform. We introduce an interactive pipeline to reconstruct a mirrored world at two levels of detail: the street level and the bird's-eye view. Instead of using offline 3D reconstruction approaches, our system streams and renders a mirrored world in real time, while depicting geotagged social media as billboards, balloons, framed photos, and virtual gifts. Geollery allows multiple users to see, chat, and collaboratively sketch with the spatial context in this mirrored world. We demonstrate a wide range of use cases including crowdsourced tourism, interactive audio guides with immersive spatial context, and meeting remote friends in mixed reality. We envision Geollery will be inspiring and useful as a standalone social media platform for those looking to explore new areas or looking to share their experiences. Please refer to <https://geollery.com> for the paper and live demos.

### ACM Reference Format:

Ruofei Du, David Li, Amitabh Varshney. 2019. Experiencing a Mirrored World with Geotagged Social Media in Geollery. In *CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI '19 Extended Abstracts)*, May 4–9, 2019, Glasgow, Scotland UK. ACM, New York, NY, USA, 4 pages. <https://doi.org/10.1145/3290667.3313273>

CHI '19 Extended Abstracts, May 4–9, 2019, Glasgow, Scotland UK © 2019 Association for Computing Machinery. This is the author's version of the work. It is posted here for your personal use. Not for redistribution. The definitive Version of Record was published in *CHI Conference on Human Factors in Computing Systems Extended Abstracts (CHI '19 Extended Abstracts)*, May 4–9, 2019, Glasgow, Scotland UK, <https://doi.org/10.1145/3290667.3313273>.

## Interactive Fusion of 360° Images for a Mirrored World

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University of Maryland, College Park



The system is available at <https://geollery.com>.

from the satellite imagery. On the other hand, classic high-resolution methods for modeling the 3D world have concentrated on MIP pipelines [15, 16]. Despite the effectiveness of these systems, their data requirements and processing requirements are unsuitable for mobile and web applications with limited bandwidth constraints. We propose an interactive pipeline of fusing 360° images for a mirrored world at two levels of detail (Fig. 1). At a fine level of detail, we incorporate multiple Google Street View images and depth data to reconstruct textured meshes on GPU. At a coarse level of detail when viewed from afar, we extrude boxes with the building metadata from web-based architecture to stream, cache, reconstruct, and texture the meshes with street view panoramas. Our mirrored world in real time. Our system, Geollery [8], is available at <https://geollery.com>.

### 2 ALGORITHMS

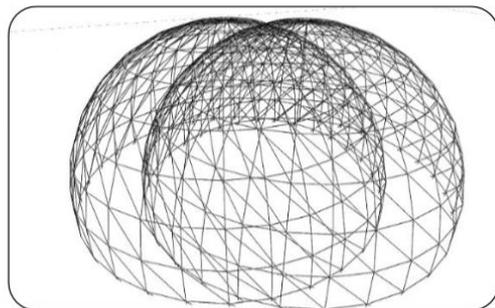
For detail for close-up views, we reconstruct an appropriate ways of seamlessly aligning the adjacent images. As illustrated in Fig. 2, this approach takes high resolution of the street view images while low resolution depth maps to generate an approximate

of detail when viewed from afar, we source geotagged images using the Overpass API to obtain 2D view images. While these polygons are not as widely available as 2D building polygons often come with useful height in meters or the number of floors for each building. We extract the height based on the information provided in the metadata is not available, we extrude the height of 16 meters to represent a 4-story building. This requires any server-side preprocessing that can be done in background threads for

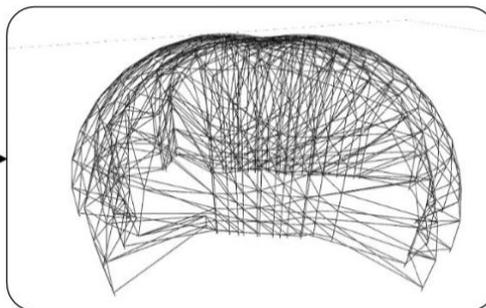
<https://openstreetmap.org>  
[https://api.openstreetmap.org/overpass\\_api](https://api.openstreetmap.org/overpass_api)

# Discussion

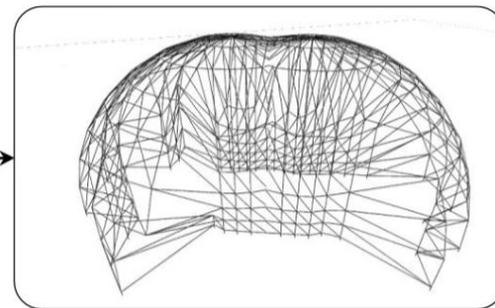
Taking the Feedback



(a) initial spherical geometries



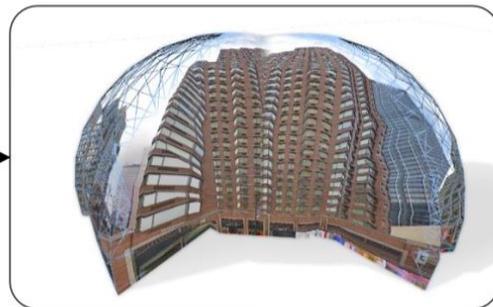
(b) depth correction



(c) intersection removal



(d) texturing individual geometry



(e) texturing with alpha blending



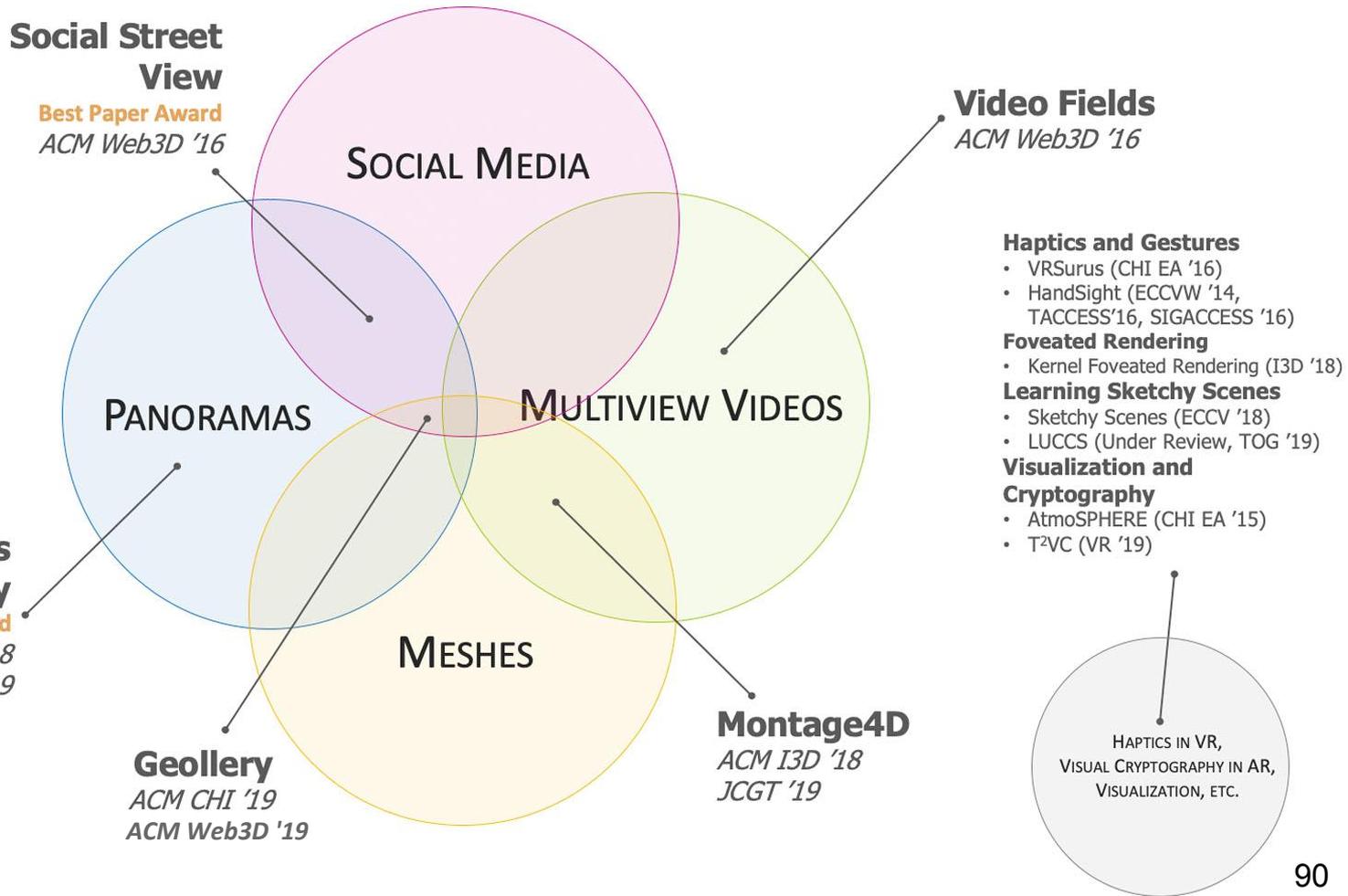
(f) rendering results in fine detail

# Challenge

Global Market Restraint:  
Weak Content for XR



**Research Goal**  
Fuse the information from  
physical and virtual world



# Future Directions

The Ultimate XR Platform



# Future Directions

Fuses Past Events



An aerial, high-angle photograph of a city street intersection at night. The scene is illuminated by the warm orange and yellow lights of street lamps and building windows. A central, modern building with a flat roof and a grid of windows is the focal point. To its right, a taller building features vibrant blue neon lighting along its facade. The streets are filled with cars and a few pedestrians, their movements blurred by a long exposure. In the lower-left and lower-right corners, circular architectural features with intricate, illuminated patterns are visible. The overall atmosphere is one of a bustling, modern urban environment.

Future Directions  
With the present

# Future Directions

And look into the future



## Future Directions

Change the way we  
communicate in 3D and  
consume the information



## Future Directions

Consume the information  
throughout the world



# Acknowledgement

NSF | MPower | UMIACS



UNIVERSITY OF  
MARYLAND



**COMPUTER SCIENCE**  
UNIVERSITY OF MARYLAND

**UMIACS**  
University of Maryland  
Institute for Advanced  
Computer Studies



**Unsplash**  
Photos for everyone

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# Thank you!



Greetings!



Hi, friends!



Hello!



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AT THE UNIVERSITY OF MARYLAND



COMPUTER SCIENCE  
UNIVERSITY OF MARYLAND, COLLEGE PARK

# Project Geollery.com: Reconstructing a Live Mirrored World With Geotagged Social Media



Ruofei Du, David Li, and Amitabh Varshney

{ruofei, dli7319, varshney}@umiacs.umd.edu | [www.Geollery.com](http://www.Geollery.com) | CHI 2019 | Demo at D-2 (INT-40)



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# Geollery & Social Street View Study

Semi-structured Interview and In-person User Study

## User Study

Background Interview (5 min)

### [ Introduction ]

[Start timing!] Hello, my name is \_\_\_\_\_. I'm \_\_\_\_\_ in \_\_\_\_\_ at the \_\_\_\_\_. First, I would like to thank you for your participation. Today, you will be a participant in a user study with a semi-structured interview. Our goal is to explore your experience using *Geollery* and *Social Street View*, the **challenges** and **limitations** of the interfaces, as well as the types of **decisions** it could influence and potential **impacts** it might have. Then, we will **compare** and **rate** the advantages and disadvantages of both systems in different aspects.

Before we begin the interview, we need to complete a consent form. After this, we will begin. Your data will be kept anonymous. Additionally, as a researcher I have no position on this topic and ask that you be **as open, honest, and detailed** in your answers as possible. Do you have any questions before we begin?

### [ Begin Interview Study ]

- The interview is broken down into three components:
  - ↳ Your background in using social media platforms.
  - ↳ User study of the Geollery and Social Street View platforms
  - ↳ Survey about future of 3D social media platforms.

### [ Background ]

Main goals:

- (1) Get people comfortable with answering questions and creating a rapport.
- (2) Assessing how they are accessing social media in real life, and gain an understanding of their experience.

1. What are your views on social media platforms like Twitter and Facebook, how important are they to you?
2. Can you talk about your social media experience? How often do you use social media platforms? And how often do you post on social media websites?
3. What do you usually use social media platforms for?
4. Have you ever viewed social media in a map?

# User Study

Quantitative Evaluation

Please compare the two systems and indicate the degree to which you agree with the following description. For example, for the first question, 4 is most immersive, -4 is most unengaging, 0 is neutral.

## Geollery

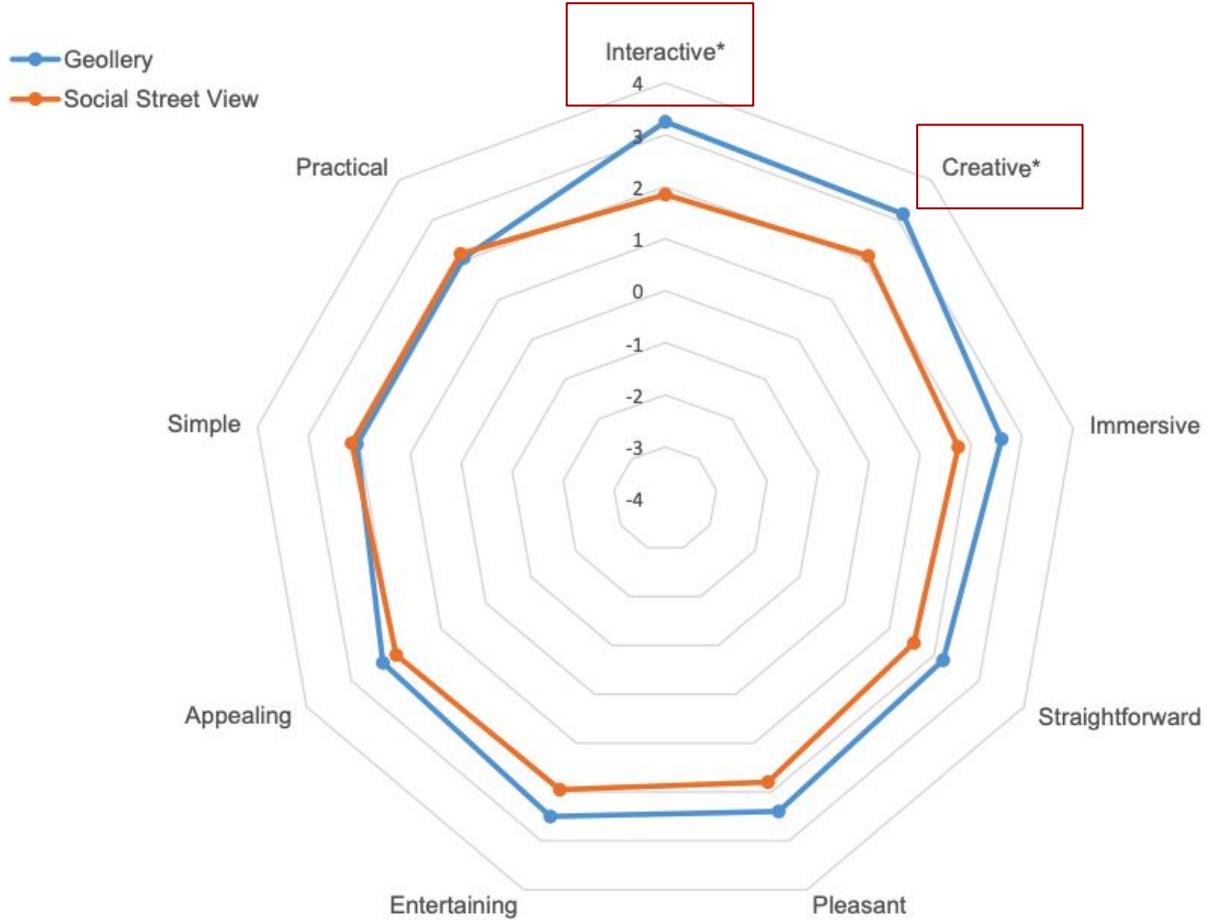
Unengaging	-4	-3	-2	-1	0	1	2	3	4	Immersive
Cumbersome	-4	-3	-2	-1	0	1	2	3	4	Straightforward
Unimaginative	-4	-3	-2	-1	0	1	2	3	4	Creative
Unpleasant	-4	-3	-2	-1	0	1	2	3	4	Pleasant
Impractical	-4	-3	-2	-1	0	1	2	3	4	Practical
Complicated	-4	-3	-2	-1	0	1	2	3	4	Simple
										Appealing

## Social Street View

Unengaging	-4	-3	-2	-1	0	1	2	3	4	Immersive
Cumbersome	-4	-3	-2	-1	0	1	2	3	4	Straightforward
Unimaginative	-4	-3	-2	-1	0	1	2	3	4	Creative
Unpleasant	-4	-3	-2	-1	0	1	2	3	4	Pleasant
Impractical	-4	-3	-2	-1	0	1	2	3	4	Practical
Unappealing	-4	-3	-2	-1	0	1	2	3	4	Simple
	-3	-2	-1	0	1	2	3	4	Appealing	

# User Study

Quantitative Evaluation



# User Study

Post-interview



## Post Interview

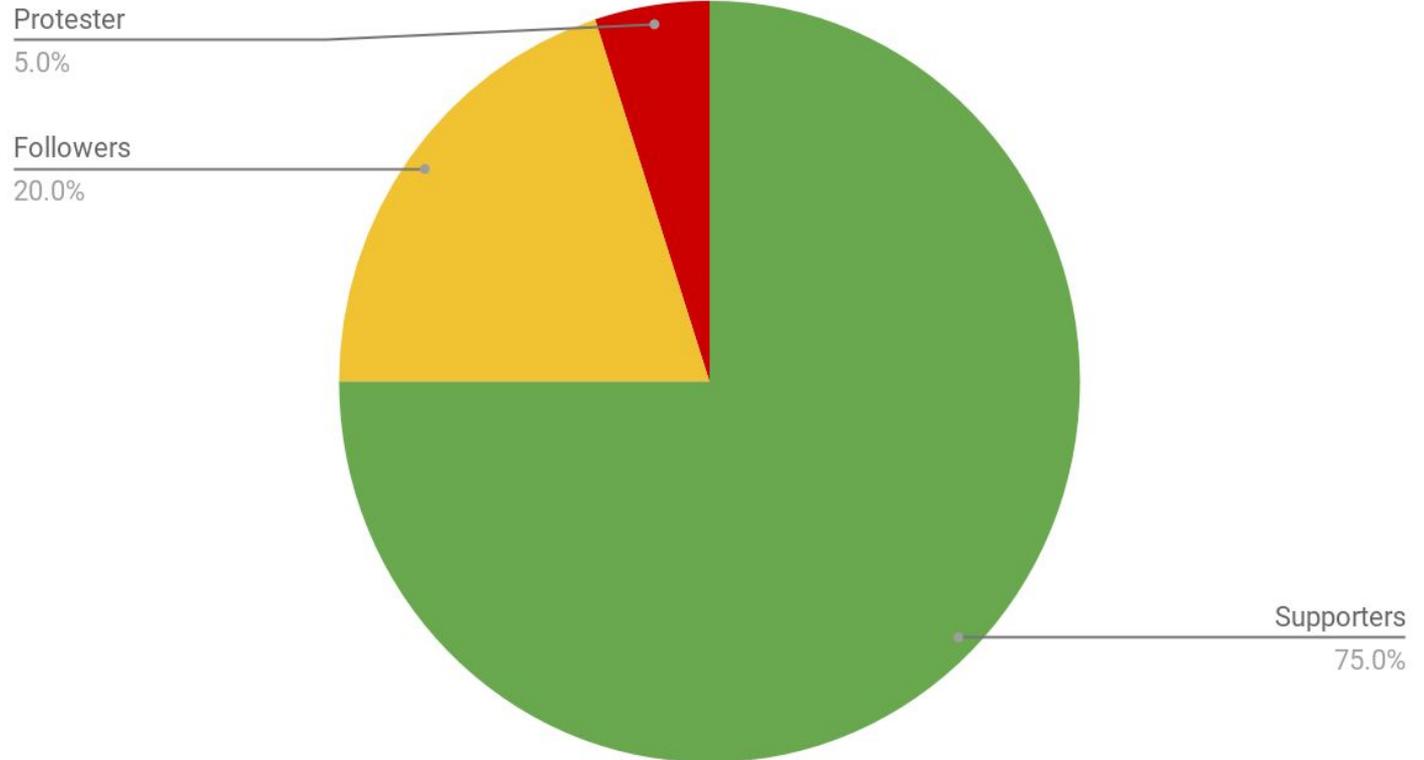
Question 1/3

*Suppose that we have a polished 3D social media platform like Geollery or Social Street View, would you like to use it? If so, how much time would you like to spend on it?*

# Post Interview

Question 1/3

## High-level Attitude Towards 3D Social Media Platform



“

I would like to use it every day  
when I go to work, or travel  
during weekends.

”

“

If it's not distracting like Facebook and Instagram, I would use it every day on a couple of things.

”

“

I am a follower on most social media sites. I would only join a 3D social media platform once my friends are there.

”

“

If my friends are all on this, I  
can see myself spend a couple  
of hours every week.

”

“

I don't think I will use this. I prefer to use Yelp to see comments [of nearby restaurants]

”

## Post Interview

Question 2/3

*Can you imagine your use cases for Geollery and Social Street View? What would you like to use 3D social media platforms for?*

“

I would like to use it for the food in different restaurants. I am always hesitating of different restaurants. It will be very easy to *see all restaurants with street views*. In Yelp, I can only see one restaurant at a time.

”

“

[I will use it for] exploring *new places*. If I am going on vacation somewhere, I could *immerse myself* into the location. If there are avatars around that area, I could *ask questions*.

”

“

I think it (Geollery) will be useful for **families**. I just taught my grandpa how to use Facetime last week and it would be great if I could teleport to their house and meet with them, then we could chat and share photos with our avatars.

”

“

... for communicating with my **families**, maybe, and distant friends, [so] they can see New York. And, getting to know more people, connecting with people based on similar interests.

”

## Post Interview

Question 3/3

*If you were a designer or product manager for Geollery or Social Street View, what features would you like to add to the systems?*

“

A mapping of the texture,  
high-resolution texture, will be  
great.

”

“

if there is a way to unify the interaction between them, there will be **more realistic buildings** [and] you could have more roof structures. **Terrains** will be interesting to add on.

”

“

I would like to see kitties and puppies running around, and birds flying in the air

”

“

I could also add a **bike**, add a **vehicle**, a **motorcycle** in Geollery, this will add some fun.

”

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Augmentarium / Family

MSR

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Greetings!



Hi, friends!



Hello!



...we've built  
...we've built  
...we've built