

## Vocabulary:

### What are channels?

In order to get content that is of interest to them, users search for and subscribe to particular channels. This could be a channel that brings their favourite magazine to life, or one that overlays information on signs and pictures at a museum.

All [Auras](#) must therefore be placed in a channel, and your users will only get to see your Auras by subscribing to the relevant channels. When making your own applications, you can automatically subscribe all users to your channels by default.

### What are trigger images?

A trigger image is one of the basic building blocks of an [Aura](#). It is an image uploaded to our databases that will be detected when a user views it through the camera. When it is detected, an [overlay](#) will appear.

For example if you wanted a photo of yourself on the beach to launch a video from your holiday whenever you point your smartphone at it, then you would set the photo of yourself as the trigger image (and your holiday video as the overlay).

### What makes a good trigger image?

The best trigger images have a good amount of detail on. Try to use a digital image, or a photo taken from head on. Avoid anything reflective, or anything that moves or isn't flat. (Go ahead and try capturing images that you want to see if it can work)

### What are overlays?

Overlays are images, videos, animations or even [3D models](#) that appear whenever Aurasma sees an image that it recognises. For example if you want a photo of you on the beach to play a video from your holiday whenever you point your smartphone at it then you would set your holiday video as the overlay (and the photo of you as the [trigger image](#)).

## What is an Aura?

Auras are augmented reality actions - images, videos, 3D animations or even games that appear when you point your mobile device at a real world image or object.

Each Aura is created by tying together two different pieces of information:

- The **trigger image** or object which should cause the Aura to appear, for example a poster on a wall.
- The **overlay** that is inserted into the world when you view the Aura, for example a video or animation.

To create an Aura you just need to pick one trigger image and one overlay, then decide where exactly the overlay will appear on the image.

Directions for making an Aura on the Aurasma iPad App: from the [Kleinspiration.com Blog](http://Kleinspiration.com)

(scroll down toward bottom of page for directions and video)