|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | INTERNATIONAL TELECOMMUNICATION UNION  **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2022-2024 | | | | SG12-LS33 |
| **STUDY GROUP 12** |
| **Original: English** |
| **Question(s):** | | 13/12 | | | Geneva, 18-26 January 2023 |
| **Ref.: SG12-TD286** | | | | | |
| **Source:** | | ITU-T Study Group 12 | | | |
| **Title:** | | LS about new work item P.SMAR: Subjective Tests for Evaluating the User Experience for Mobile AR Applications | | | |
| **LIAISON STATEMENT** | | | | | |
| **For action to:** | | | - | | |
| **For information to:** | | | VQEG | | |
| **Approval:** | | | ITU-T SG12 meeting (Geneva, 26 January 2023) | | |
| **Deadline:** | | | - | | |
| **Contact:** | | Fei Gao China Mobile Communication Co. Ltd. China | | Tel: +86-13810019072 E-mail: [gaofeiyj@chinamobile.com](mailto:gaofeiyj@chinamobile.com) | |
| **Contact:** | | Kazuhisa Yamagishi NTT Japan | | Tel: +81 422 59 4397 E-mail: [kazuhisa.yamagishi.vf@hco.ntt.co.jp](mailto:kazuhisa.yamagishi.vf@hco.ntt.co.jp) | |

|  |  |
| --- | --- |
| **Abstract:** | This LS contains information about the recently agreed new work item (P.SMAR: Subjective Tests for Evaluating the User Experience for Mobile AR Applications). |

Question 13 of ITU-T Study Group 12 would like to inform you that a new work item P.SMAR “Subjective Tests for Evaluating the User Experience for Mobile AR Applications” was launched by the recent ITU-T Study Group 12 meeting, Geneva, 17-26 January 2023.

The work can be summarized as follows:

AR applications are widely used over the world and users perceive a special experience from the combination of AR content and scenes. However, since there is no Recommendations that describe subjective tests for AR applications, it is difficult to evaluate quality. In addition, since there are many types of AR applications, Question 13 of ITU-T Study Group 12 focuses on developing subjective assessment for mobile AR applications (e.g., Entertainment and navigation apps).

Looking forward to a fruitful collaboration with VQEG.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_