Project	The Integration of Augmented Reality with Virtual Studio Technique on Communication Wall for Personnel public relations
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Abstract

The purposes of this study are 1) To Design The Integration of Augmented Reality with Virtual Studio Technique on Communication Wall for Personnel public relations (BC Model) 2) To Create The Media Integrating Augmented Reality with Virtual Studio Technique on Communication Wall for Personnel public relations and 3) To Study Satisfaction after viewing. in this study we use 155 students of the Bachelor of Television and Radio Broadcasting Technology, Faculty of Science and Technology, Rajamangala University of Technology Krungthep.

For Analysis and Synthesis data related Theories include surveying the needs from a sample group to create a BC Model. To be a Model for the Digital public relations that has been developed. To assess the suitability of the model from 5 experts in order to be a Model for the development of the media Public relations with Augmented Reality Technology. Through the HP Reveal application and the Virtual Studio Technique to create animated media through 3D Virtual and use developed media to assess the quality during the construction process from 3 experts, making the media more complete before being evaluated for satisfaction from a sample of 155 people.

The study results showed that

1) The BC Model is a digital public relations model with 4 important elements: the necessity of using in process (Bring), fusion (Convergent), integration of Augmented Reality with Virtual Studio Technique Communication Wall for Personnel public

relations (Output), satisfaction (Feedback). The results of the Model evaluation showed that Bring has an average value ($\bar{x}$ = 4.73, S.D. = 0.46), Followed by the aspect Implementation is average ($\bar{x}$ = 4.72, S.D. = 0.46), then Convergent with average ($\bar{x}$ = 4.67, S.D. = 0.49), and the average of the Output ($\bar{x}$ = 4.4, S.D. = 0.55).

2) Media production is using AR Technology applied with Virtual Studio Techniques by presenting data and details of the quality assessment of personnel through the Communication Wall found that the average usage ($\bar{x}$ = 4.8, S.D. = 0.23), followed by the public relations with an average ($\bar{x}$ = 4.73, S.D. = 0.23), then the Virtual Studio Technique with the average ($\bar{x}$ = 4.53, S.D. = 0.26), followed by the Augmented Reality Technology of average ($\bar{x}$ = 4.48, S.D. = 0.23).

3) Satisfaction after using found that the public relations have an average ($\bar{x}$ = 4.97, S.D. = 0.18), followed by the average usage ($\bar{x}$ = 4.96, S.D. = 0.2), next is the Virtual Studio Technique with an average ($\bar{x}$ = 4.94, S.D. = 0.24) which is the equal average of the Augmented Reality Technology ($\bar{x}$ = 4.94, SD = 0.24)

Keyword Augmented Reality Virtual Studio Technique Communication Wall Public Relations Personnel