

Augmented Reality by metaio



metaio



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- 09:00 Block 1 - Introduction
 - Who we are
 - What is Augmented Reality // Tools & Products
 - Application fields of Augmented Reality Technology
- 10:15 Block 2 – Examples and Best practice
 - AR in Industry // Navigation // Interactive Manuals // Education // Art
 - AR in Lifestyle // Entertainment // Gaming // Print // Advertising // Retailing
- 12:30 Block 3A – Introduction of practice part // self aligned team building
- 14:00 Block 3B – Topic identification
- 14:45 Block 4 – Hands on with metaio Creator Software
- 16:00 Q&A
- 16:30 END

- 09:30 Block 1 – A.R.E.L
 - What is it?
 - How does it work?
- 10:15 Block 2 – Hands on with A.R.E.L
- 16:00 Q&A
- 16:30 END



Who is metaio?

- 85+ people working in Germany and the USA
- 10 years experience in professional AR development
- Only AR provider to serve the complete AR value chain
- Strong Patent & IP Portfolio
- extensive market know how from more than 500 completed AR projects
- Most successful AR toolkit “*metaio SDK*” with 1.000+ developers
- Largest cloud based AR deliver platform “*junaio*” with 10.000+ developers / publishers





enable
AR-devices



enable
AR use-cases



enable
AR contents



enable
AR usage



powered by
metaio

powered by
junaio

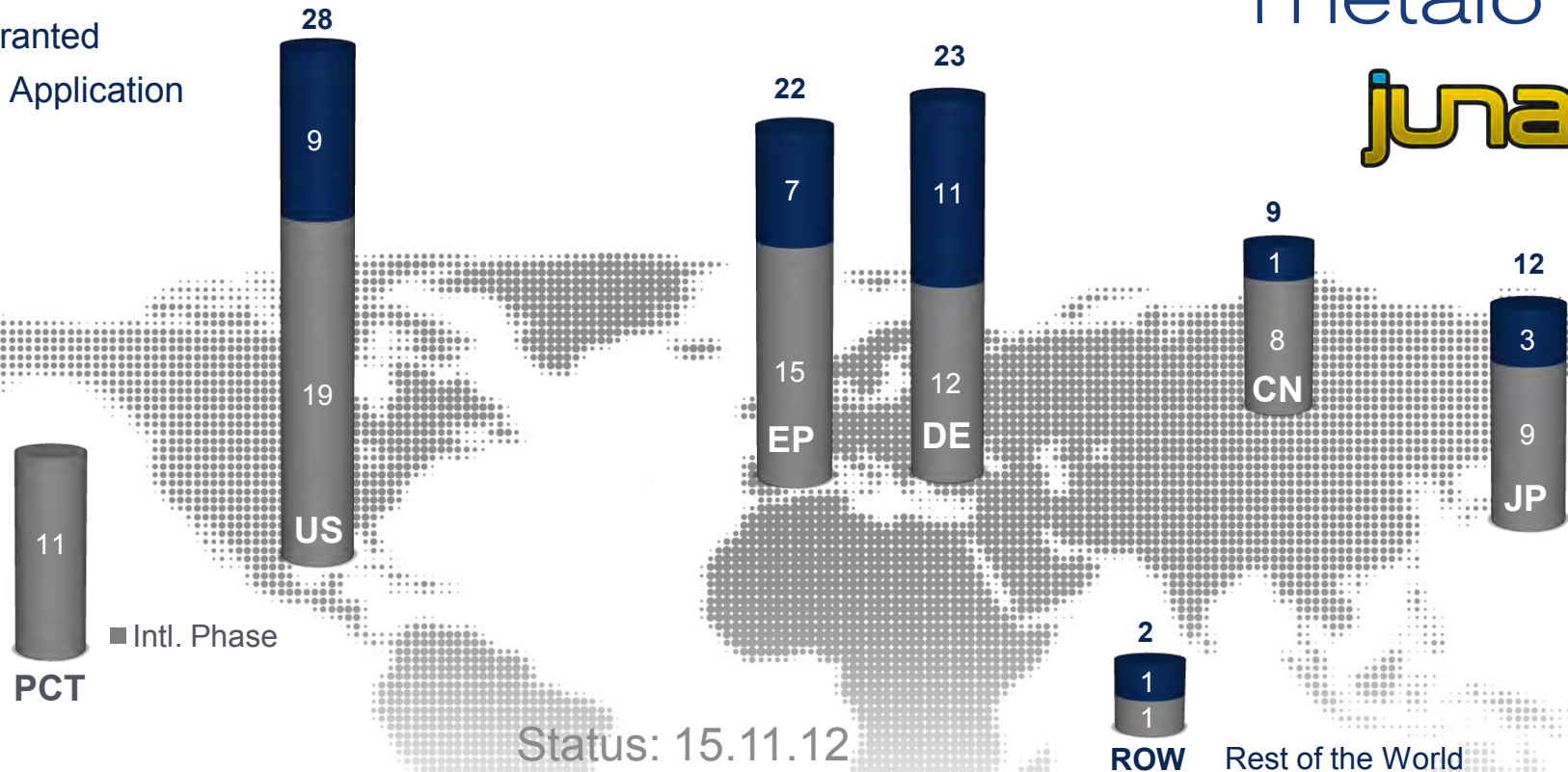
Patents and utility models at metaio

- **52 patent families with 107 active patent applications**
- **Applications cover main AR markets, mainly DE, US, EP, CN and JP**
- **31 patents and 1 utility model granted**
 - from 19 different patent families

Trademarks

- **metaio, junaio, and more** are trademarks or registered trademarks of metaio GmbH in Germany and other countries
- **metaio owns a total of 27 registered trademarks in 11 different destinations** (e.g. in DE, EP, US, JP and KR)

■ Granted
■ In Application



Status: 15.11.12




AR Enabled Locations



- Retail AR-Kiosk
- Tradeshow Promotions
- Interactive Shop Window

AR @ Home

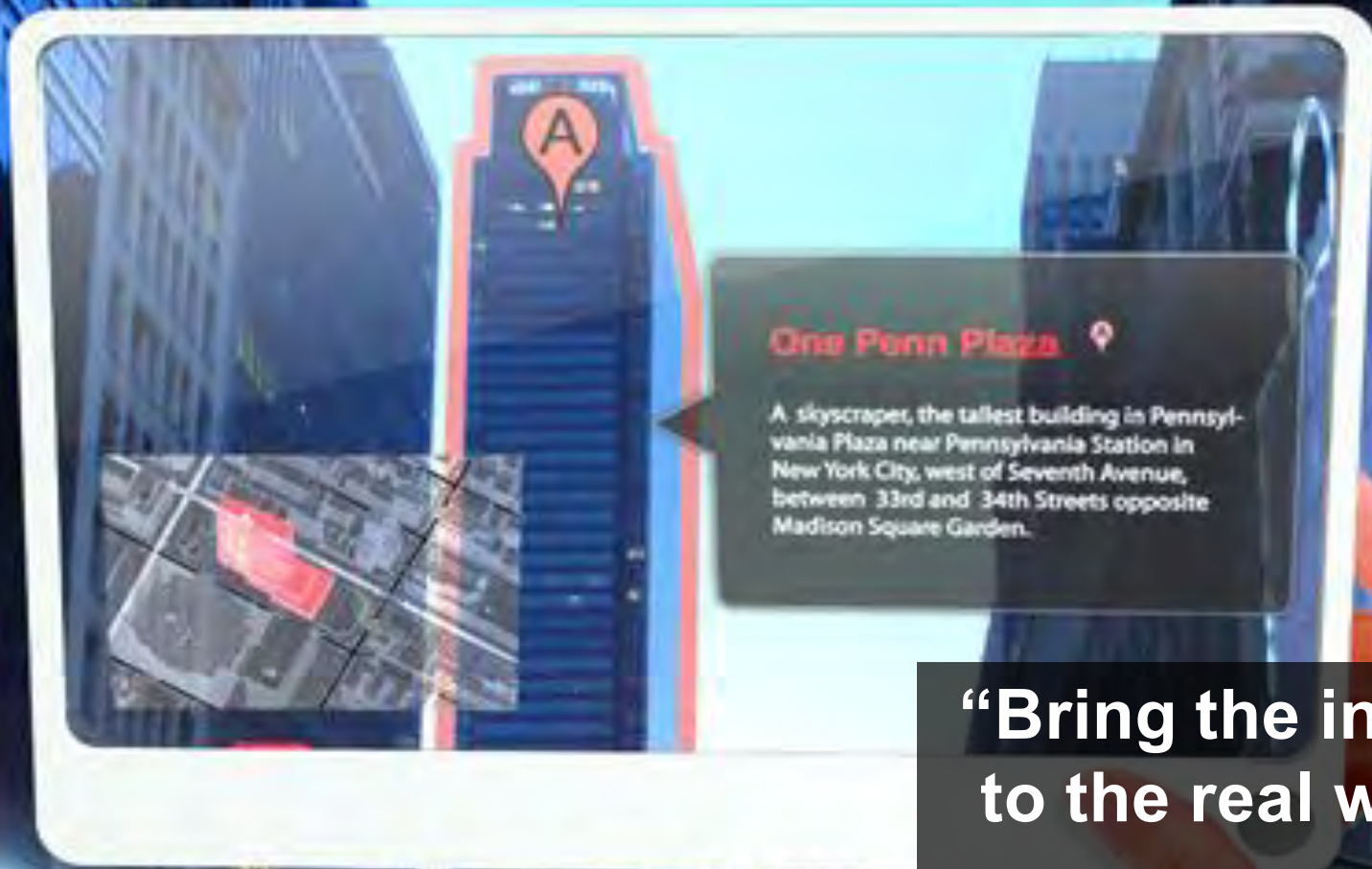


- Interactive Gift/E-Cards
- Virtual Try-on Apps
- E-Commerce AR concepts

AR on the Go



- Location Based Services
- Outdoor Games
- Outdoor Advertising



One Penn Plaza

A skyscraper, the tallest building in Pennsylvania Plaza near Pennsylvania Station in New York City, west of Seventh Avenue, between 33rd and 34th Streets opposite Madison Square Garden.

“Bring the internet to the real world”

What is Augmented Reality?



Augmented Reality & Hollywood



• @Copyright Twentieth Century Fox



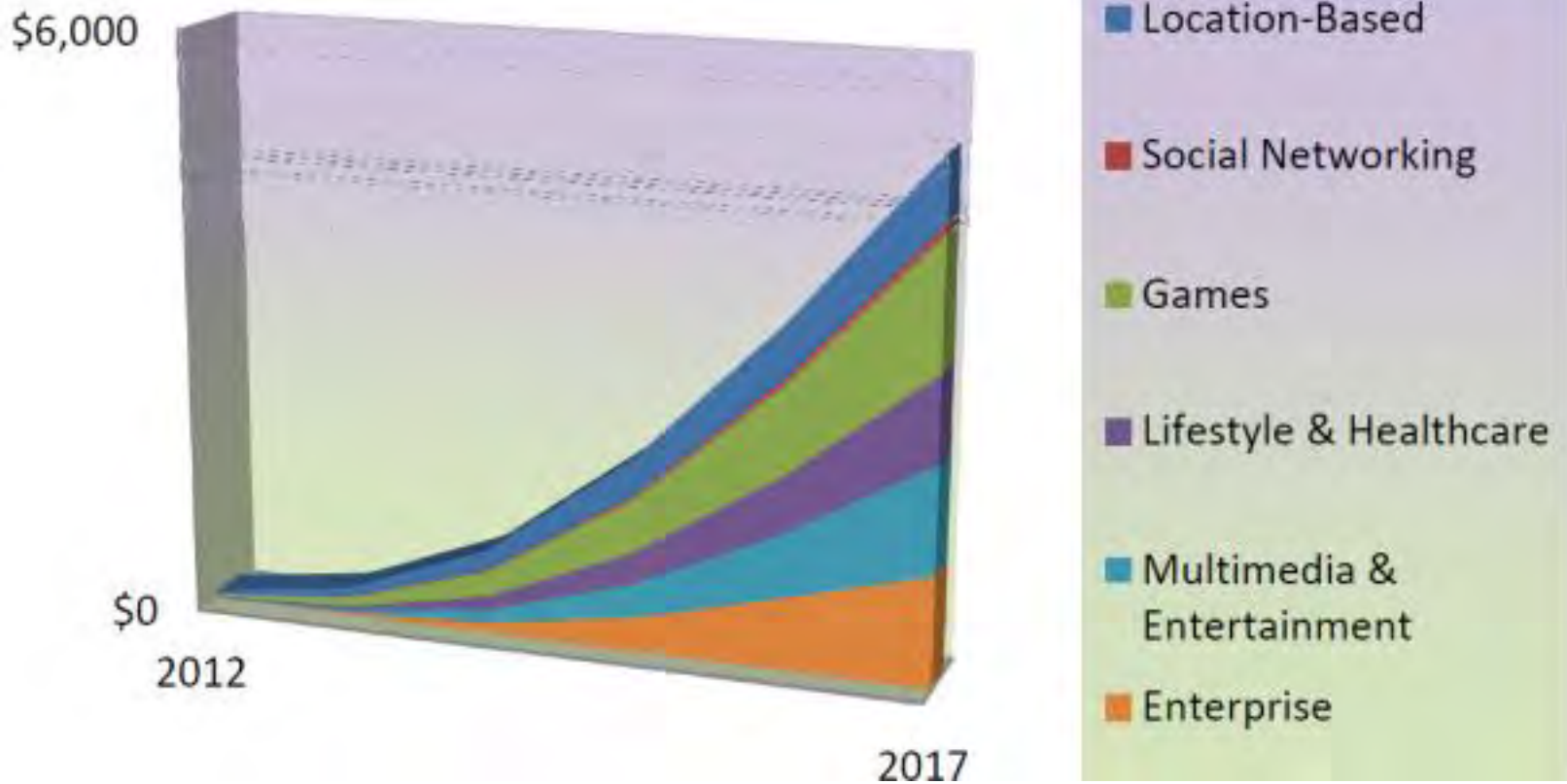
• @Copyright Twentieth Century Fox



2014:
AR will be on
Every Smartphone

~ Dr. Thomas Alt, CEO of metaio





▪ Business Models

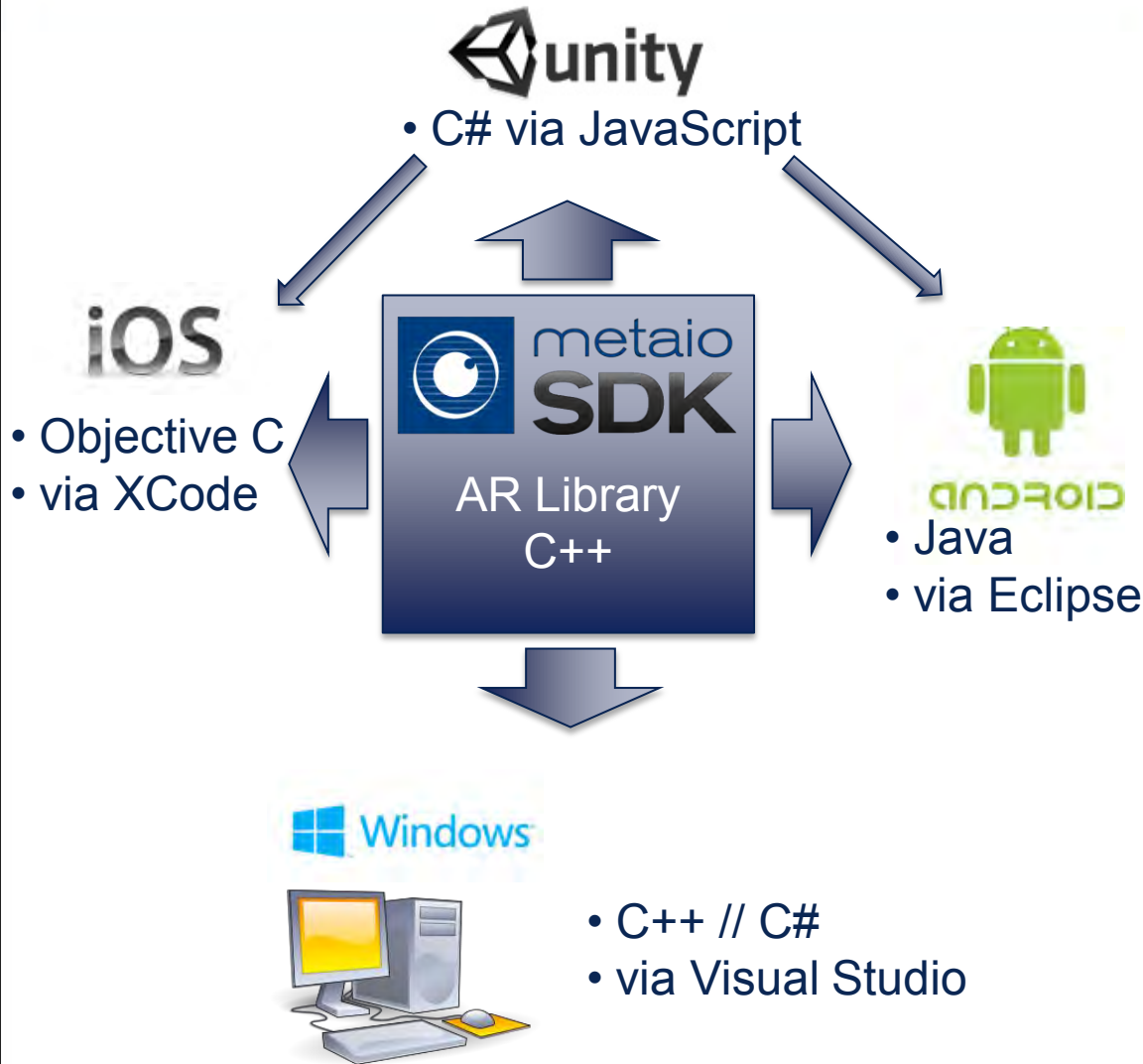
- Increased Focus on Verticals – from Browsers to single-use case apps
- From Apps to SDK
- Extending – App functionality with AR

▪ Overall market growth from \$82M – to \$5,2B

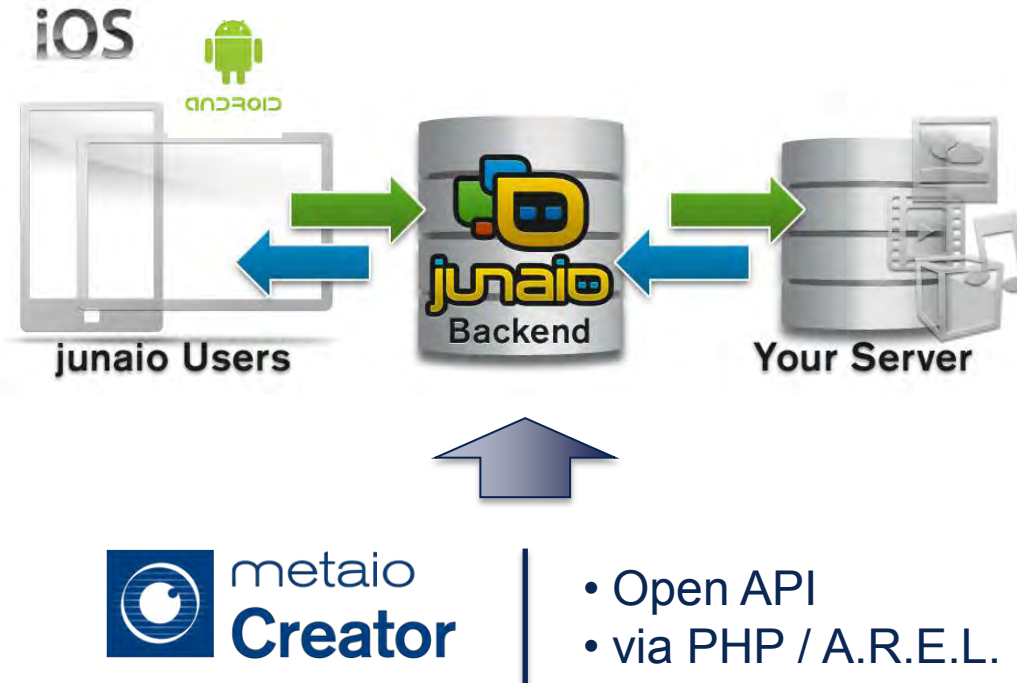
metaio Products



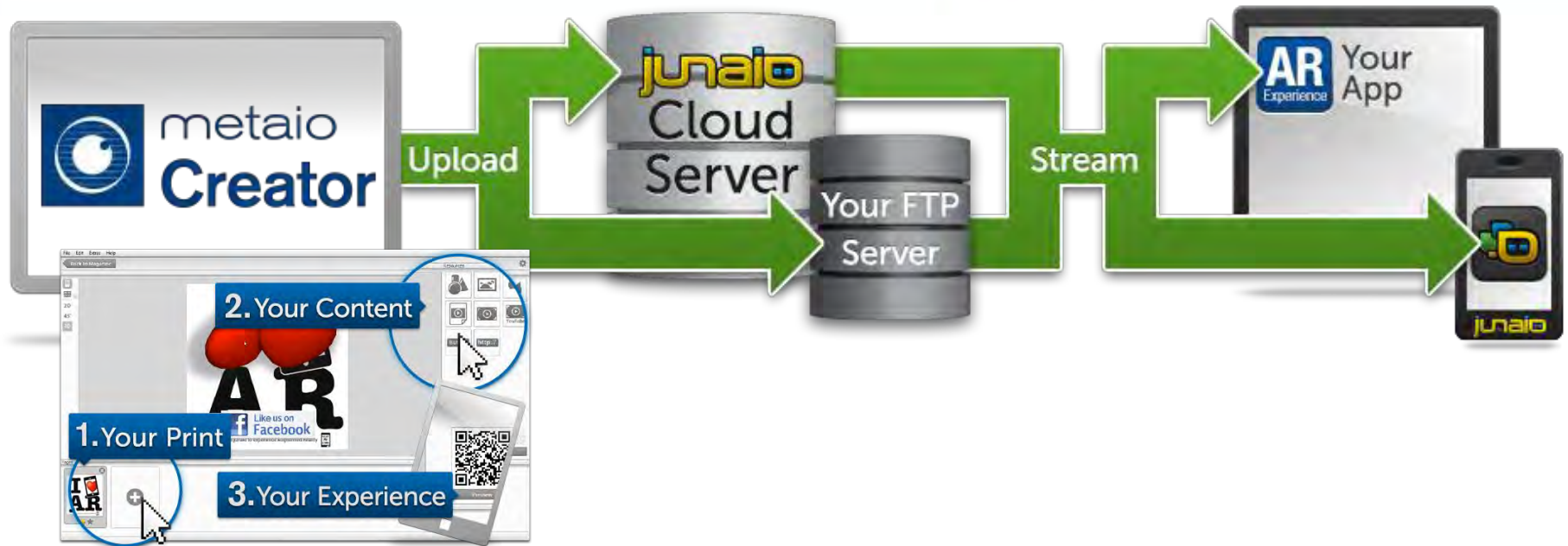
junaio



- Software Developer KIT
- AR Library in C++
- Can be used to program Apps for iOS, Android, PC
- Supports Unity Plugin
- Supports up to 10 different tracking technologies



- Mobile Platform for iOS and Android
- AR Browser App (> 3 Mio DL)
- Professional Backend
- Open API to create own AR
- Authoring tool to create own AR (metaio Creator)
- > 10.000 int. developers



- Authoring Software to create own AR for mobile devices
- No programming skills needed
- Easy Drag & Drop functionality to integrate and manage contents
- One click deployment to junaio Platform



AR Library

for Flash / Shockwave

to deploy web AR



PC authoring software

to deploy AR Apps , eg. POS installations



PC authoring software

to create industrial AR Scenarios

Application fields of AR



Augmented Reality in Industry



Industrial Augmented Reality



Augmented Navigation



Google play

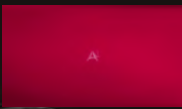


App store

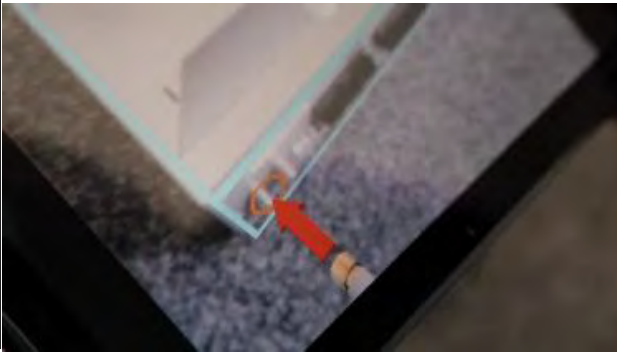


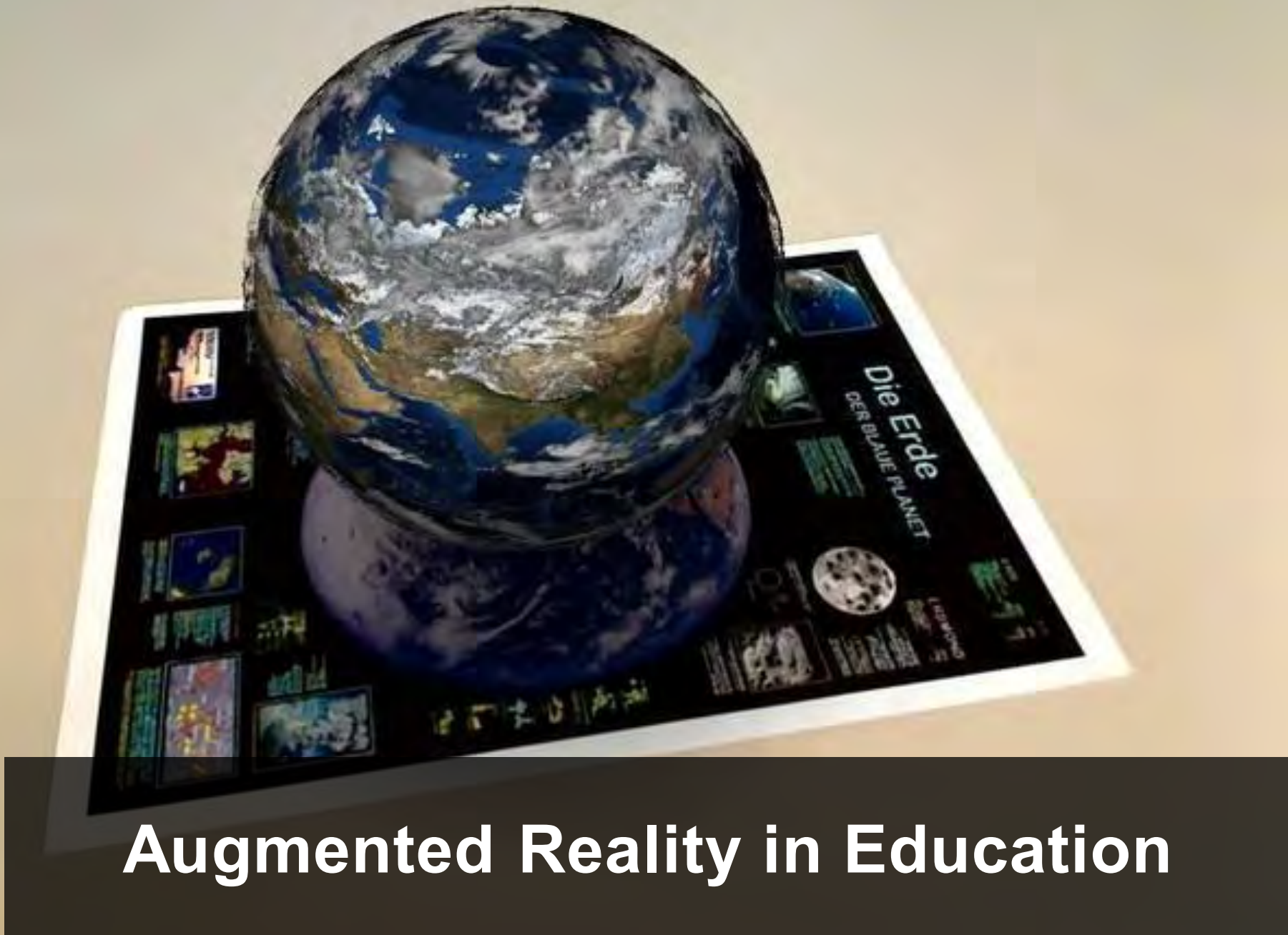
Augmented Navigation



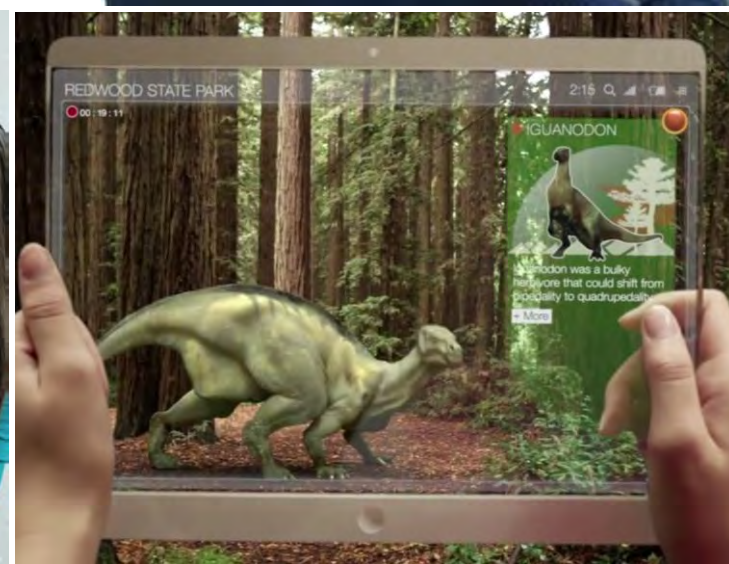
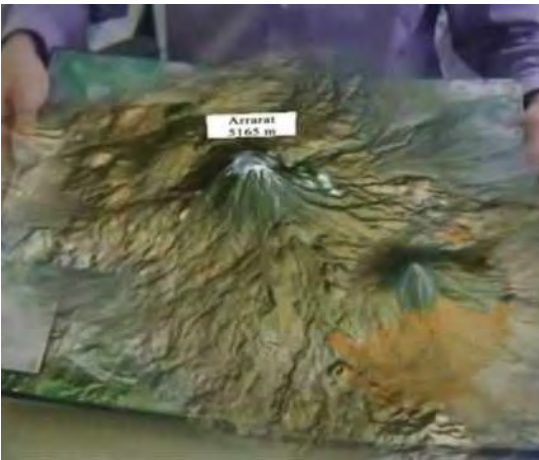


Interactive Manuals

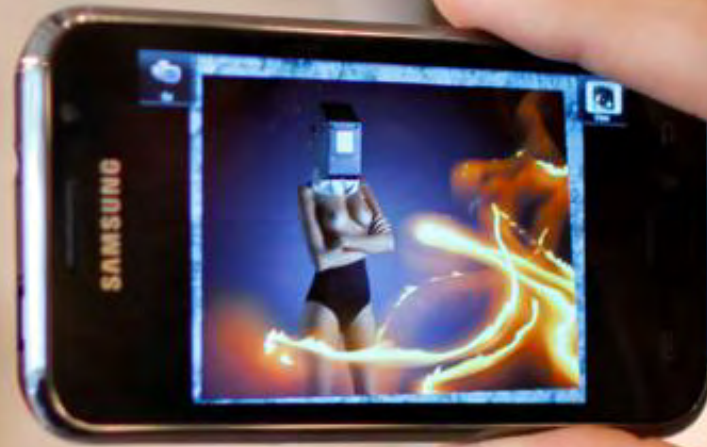


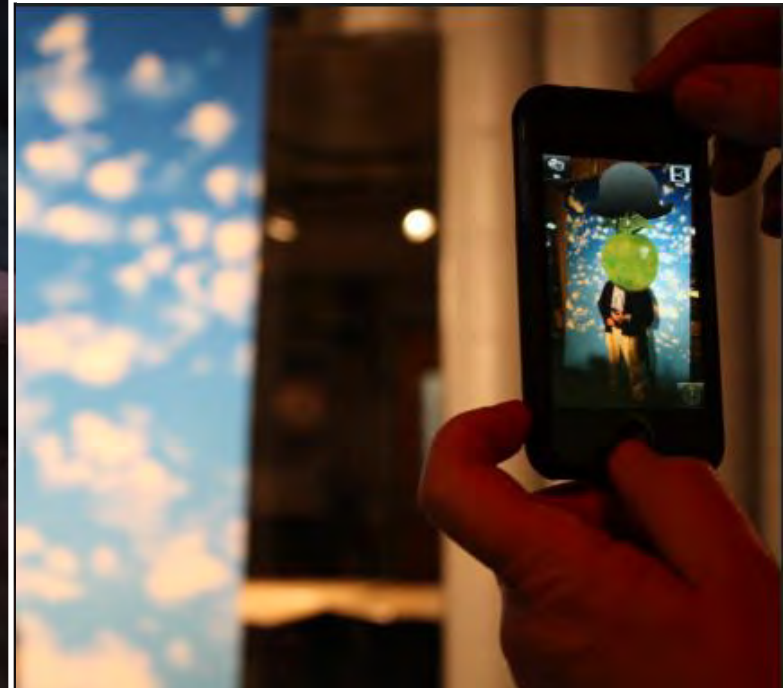
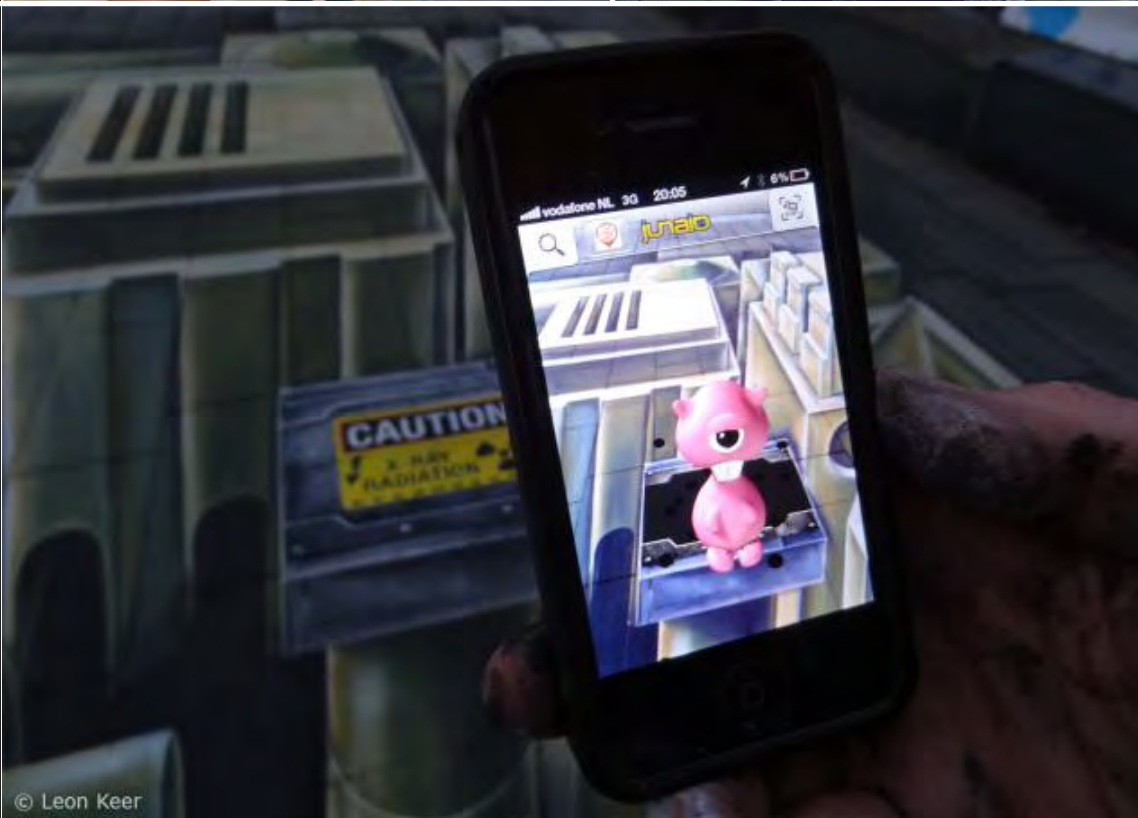


Augmented Reality in Education



ARt

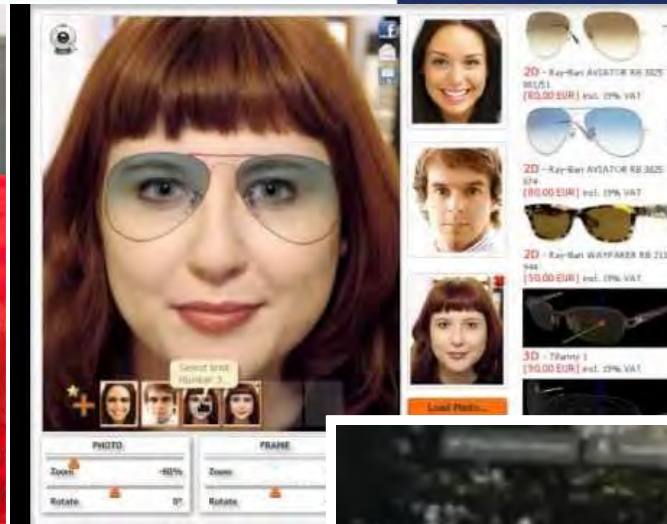
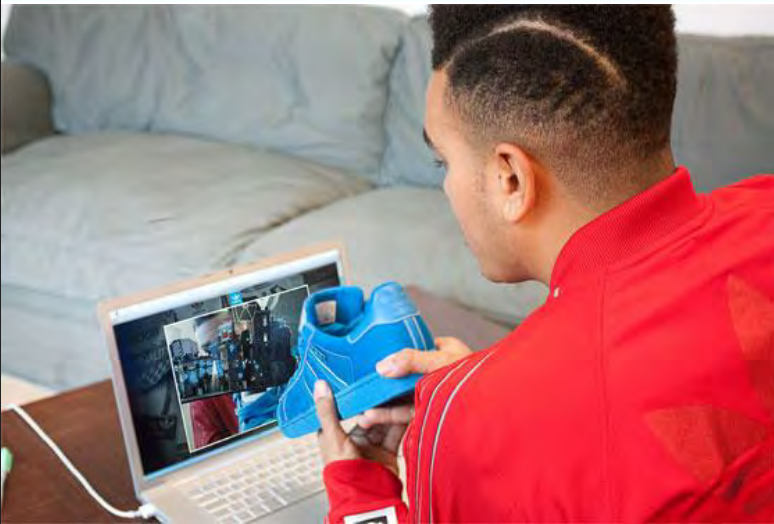






Augmented Reality in Lifestyle

Augmented Reality in Lifestyle

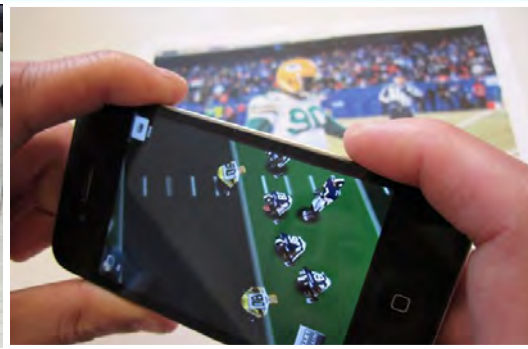


The Future of Shopping



Augmented Reality in Entertainment







Augmented Reality Gaming

Augmented Reality Gaming

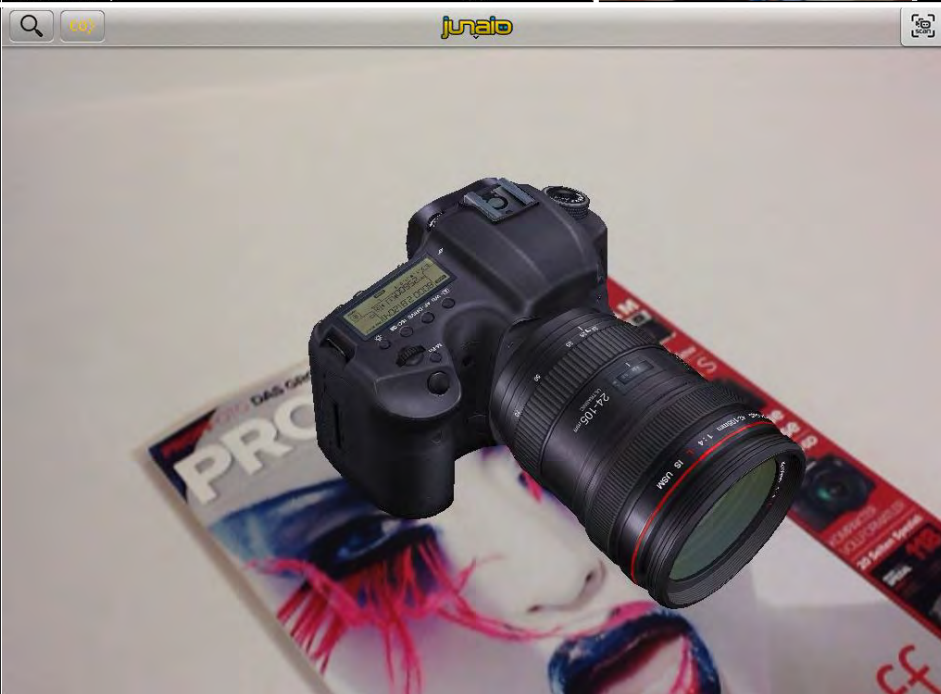


Print AR





Mehr als 15 Millionen Magazine mit AR erscheinen jeden Monat in Deutschland!



Augmented Reality in Retail





insideAR

Augmented Reality Conference

**Over 500
Visitors**

**16 + Speakers
& Presentations**

**24+AR
Demos**

**2 Entire Days of
Augmented Reality**

October 2013, Munich

More info and sign up:
www.metaio.com/insideAR