AR transforms your mobile device into a "magic looking glass" where you can interact with the real world.

From gaming and play to interactive media/marketing to instructional how-to/aid.

VISION-BASED AR

Recognition

More immerse and interactive experience.

Real world view | Virtual content | Augmented Reality

GPS AND COMPASS BASED AR

Real world view | Virtual content | Augmented Reality

LOCATION

Good for rough location of items outside our field of view.

HOW DOES VISION-BASED WORK?

Device Recomendations

Camera | Processing capacity | Graphics/3D | Compass | GPS

Scans | Compares | Positions | Renders

30+ times per second

AR APPLICATIONS

Today

Gaming and play

3D games in real world environments vs. virtual worlds. (e.g. sports tickets)

Real world view ▸ ◂ Vision-based AR

Media / Advertising

Print advertising, TV media and product packaging "come alive".

Real world view ▸ ◂ Vision-based AR

Instructional

Instruction visualization appliance information furniture assembly.

Real world view ▸ ◂ Vision-based AR

In the future

Visual Search

Web information related to the object in view

Real world view ▸ ◂ Vision-based AR

Navigation & Discovery

Visualizing points of interest.

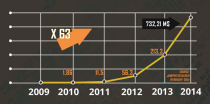
Real world view ▸ ◂ Vision-based AR

Social Networking

Placing photos, notes, graffiti in real world for friends to find.

Real world view ▸ ◂ Vision-based AR

FORECAST AR REVENUE



WHERE DOES IT WORK

QUALCOMM TECHNOLOGY

CHIPS

snapdragon by Qualcomm

Snapdragon ™ processors offers an optimal combination of mobile processing performance, rich multimedia and GPS, high-performance graphics, wireless connectivity and power efficiency.

AR SOFTWARE DEVELOPMENT KIT (SDK)

Developers download the free SDK and create compelling 3D apps for the real world. Build your vision.

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