



www.metaio.com



Augmented Reality Software & Solutions

About metaio



- Founded in 2003 by Dr. Thomas Alt and Peter Meier
- Headquarter: Munich, Germany
Offices in: San Francisco, USA; Seoul, South-Korea
- Employees: 61, Customers: 340
- Provides industries as marketing, automotive, retail and commerce with professional Augmented Reality applications
- Key focus areas: Marketing / Industrial / Mobile



What is Augmented Reality (AR)?



Examples



3D task overlay for car maintenance

Augmented reality e-cards

<http://www.youtube.com/metaioAR#p/u/12/i0SHraIHXY>

<http://www.youtube.com/metaioAR#p/u/13/6YzSyiUs7sU>

how augmented reality can be used in marketing



Retail / Point of Sale



AR enabled locations

Online / 3D Print



AR @ home

Mobile Apps / Games



AR in your pocket

Best Practice: LEGO Digital Box



- Installed in all LEGO brand stores worldwide
- Let consumers reveal a virtually built-up and fully animated LEGO product by holding the package up to the DIGITAL BOX
- Unique brand experience, helps making purchase decisions

<http://www.youtube.com/watch?v=8UxWkZtUKaI>

GE's Plug into the Smart Grid AR Feature



Case Study / Statistics*:

- 1.1 Mio overall views on Youtube
- 23,500 visits/day to AR page
- >100.000 additional visits through 3D cover
- More than 100 users post their own ,AR-videos' using GE
- >170,000 additional views with 800 comments
- More than 6,500 blog posts
- 22 articles in online & print press

•Source: <http://www.slideshare.net/johnchavens/ges-plug-into-the-smartgrid-augmented-reality-case-study>

Adidas turns sneaker into game controller!

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The adidas Originals Augmented Reality (AR) Game Pack
Launching on February 10th at www.adidas.com/originals

MIXED REALITY. UNIQUE SOLUTIONS.

Junaio – Mobile Augmented Reality 2.0 platform!



Real World

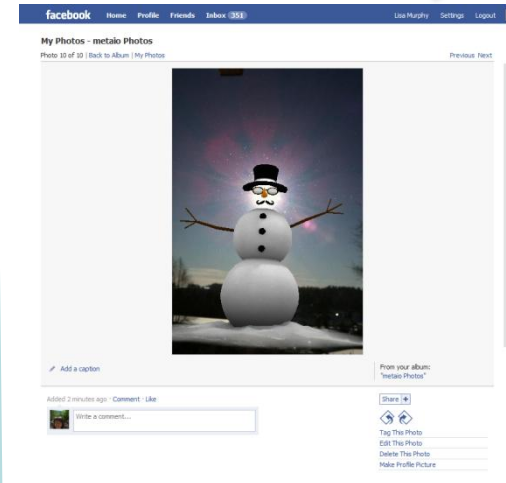
Junaio mobile platform

Communities

Capture

Create / Modify / Geo-tag the world

Share



Search & View

Update

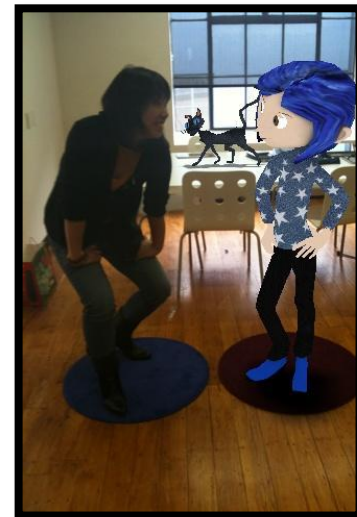
Modify

Why Junaio?

- Allow every mobile user to add virtual information to the real world
- Create a platform to enable multiple AR business cases using the latest AR technology
- Let's build the Outernet together!

www.junaio.com

Junaio BETA – User generated content



Contact us for more information

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