

Augmented Reality: impactful mobile content



Dirk Groten, CTO

We want to move people with Augmented Reality

Augmented Reality

≠

Technology

Augmented Reality

=

Content

(in your world)

It's about playing content

→ <http://m.layar.com/open/conquar/> ←

<http://open.spotify.com/track/1qZMPmpD1jDcOA7gZ6TCde>

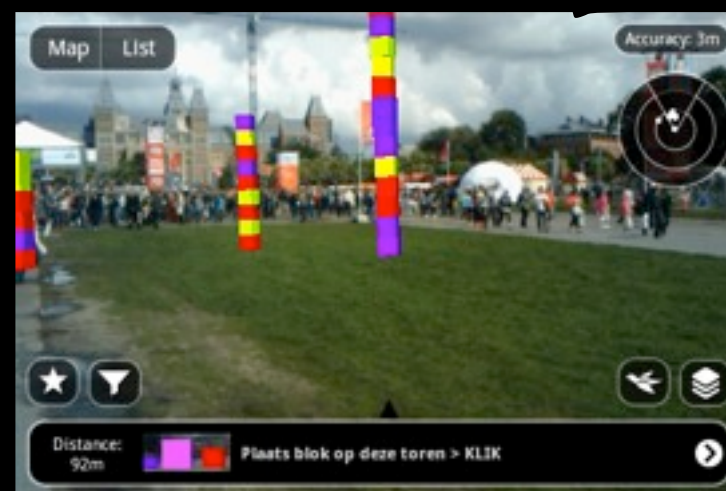
<http://itunes.apple.com/nl/album/one-your-name-ep/id379593408>

http://www.youtube.com/watch?v=b64_16K2e08

What does Layar play?



Information Service



Social Service



Learning Experience



Game



Commerce



Art

Map

List

Information Service

Accuracy: 5m



Layers

Distance:
51km

LIVESPOT

M 5.2, South Island of New Zealand

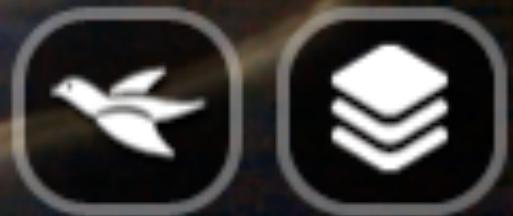


Map

List

Social Service

25 results found



Distance:

tweeps

Chillin with the @22tracks team! @ Brix Food n Drinx
<http://fst.je/aC1FHg>



API: Filtering Content

- Developers can pre-define filters on their layer
- Developers receive cookies in all requests
- Users can personalize their experience

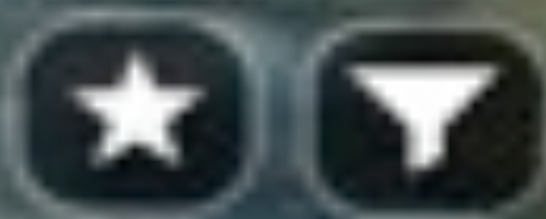
Map

List

Accuracy: 3m



Social Service: co-create a tower



Distance:
92m



Plaats blok op deze toren > KLIK



Social service: Virtual Gifts



API: Layer actions

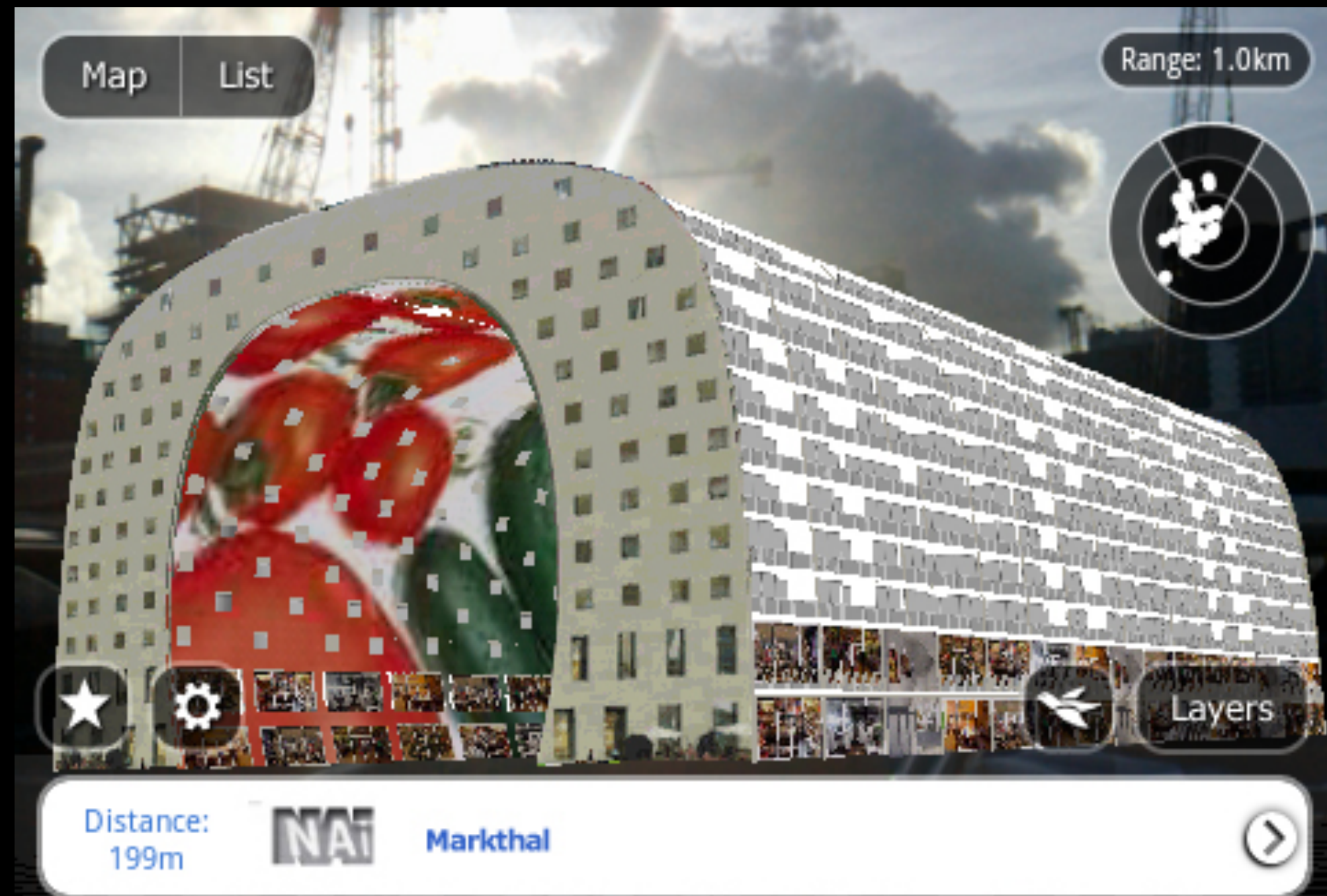
- Not just POI-level actions, also layer-level actions
- Developers can setup buttons to make any REST calls to their APIs.

Learning Experience



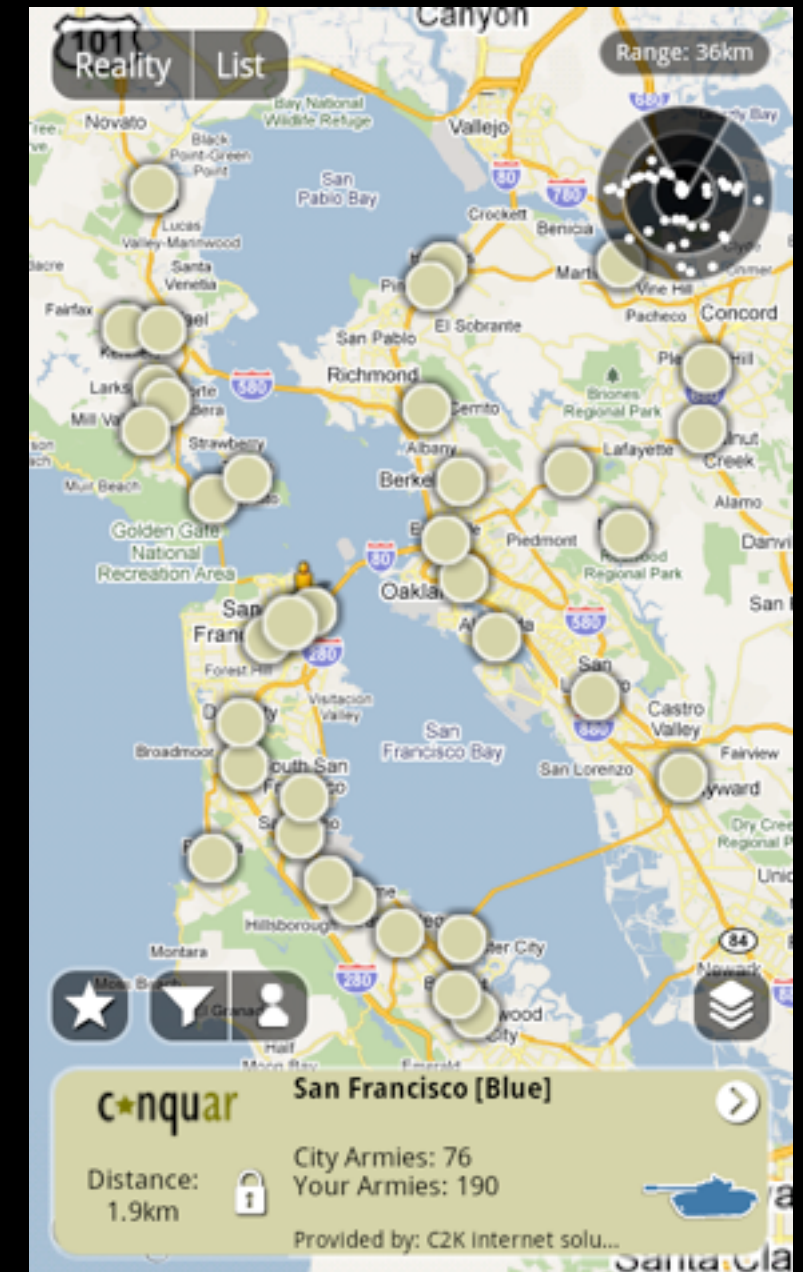
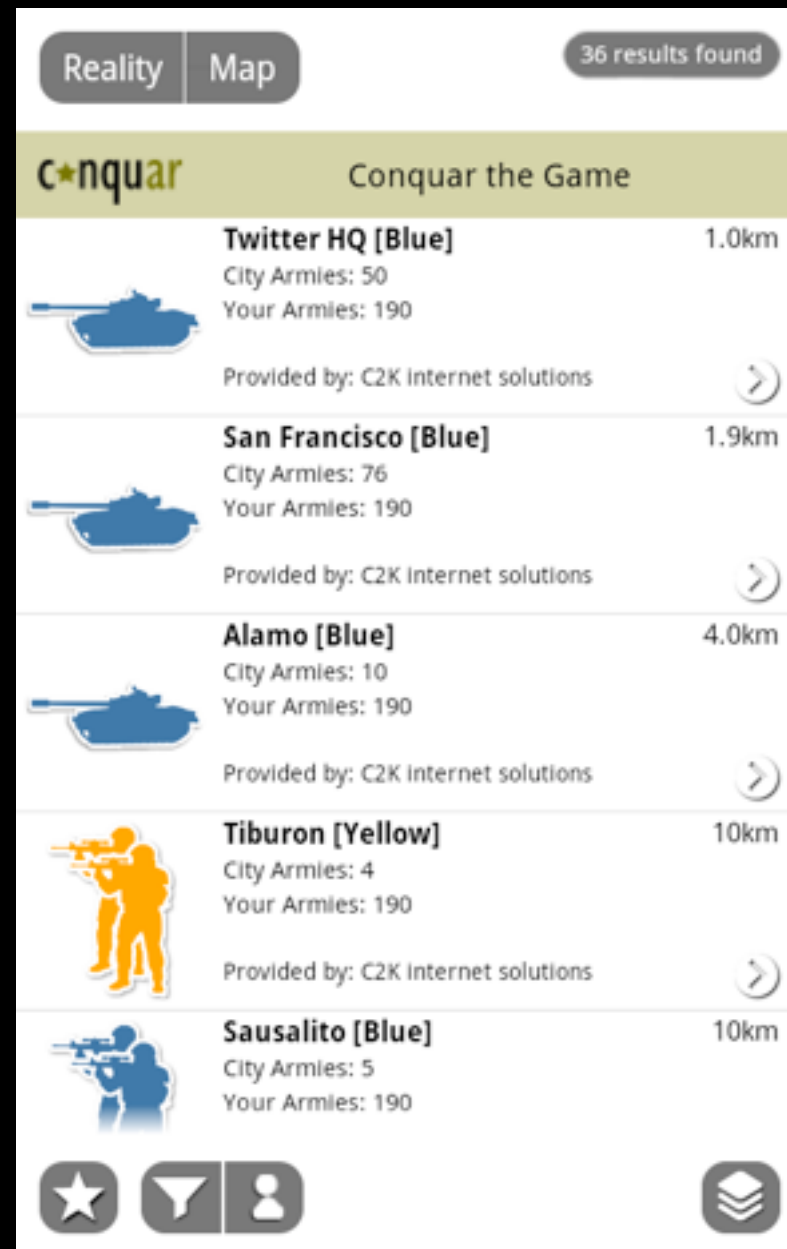
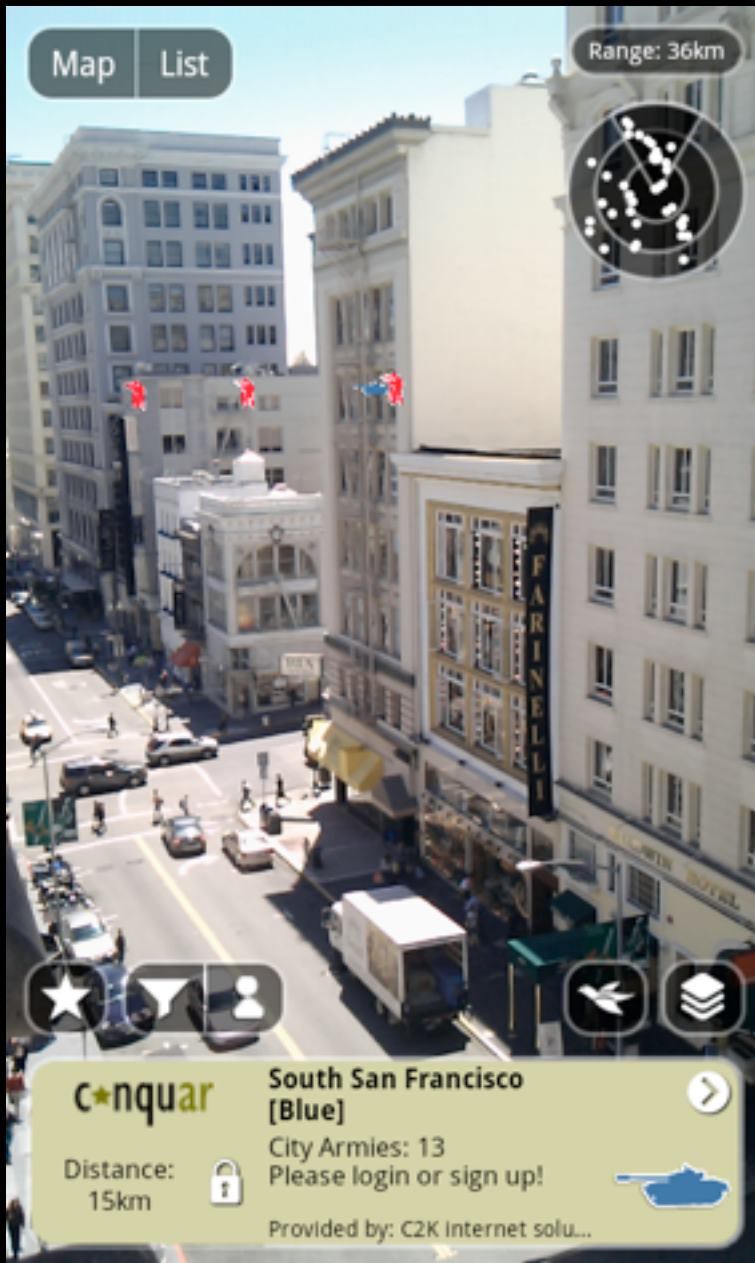
Layer developed by Hoppala

Future buildings



API: Support for 3D

- 3D models based on OBJ format
- Conversion to binary format using a converter tool or command-line interface
- Support for texture animations



Games

Map

List

誤差情報: 27m



距離:
108m

ガンダム



Map

List

Range: 1.5km



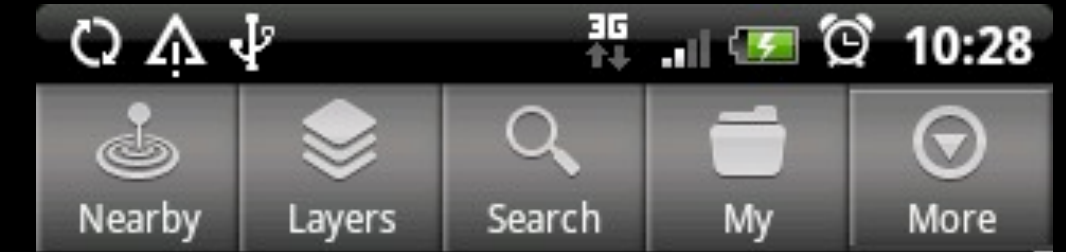
Distance:



Labyrinth level 1



PacMan



ARcade

Today's National Top 5

1 flavia		450
2 antho		40

This Week's National Top 5

1 flavia		450
2 antho		40

Today's Regional Top 5

1 flavia		450
2 arieel		360
3 rude		110
4 antho		40
5 browser		10

This Week's World Wide Top 5

Woomba



API: Gaming features

- Customizable refresh rate
- Direct triggers for actions (no need for the info panels anymore)
- Direct updates of objects in the scene based on user interaction

Carte

Liste

Précision: 16m



Commerce



Calques

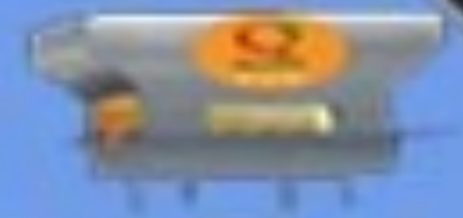
Distance:
65m



Shop HostageWear Annecy

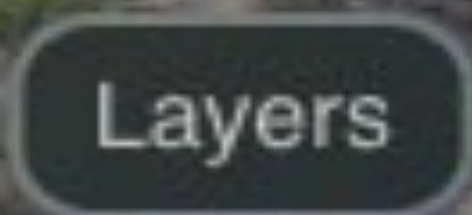
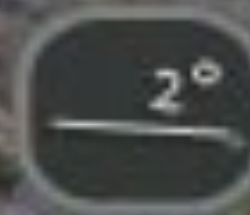


Commerce



HOLLY...MMMMM...WOOD

HOLLYWOOD



Distance:
4.8km



Quiznos Sub Sandwiches



Art

Map

List

Found 1 points of interest



Layers

Three parts of Layar ecosystem

Discovery



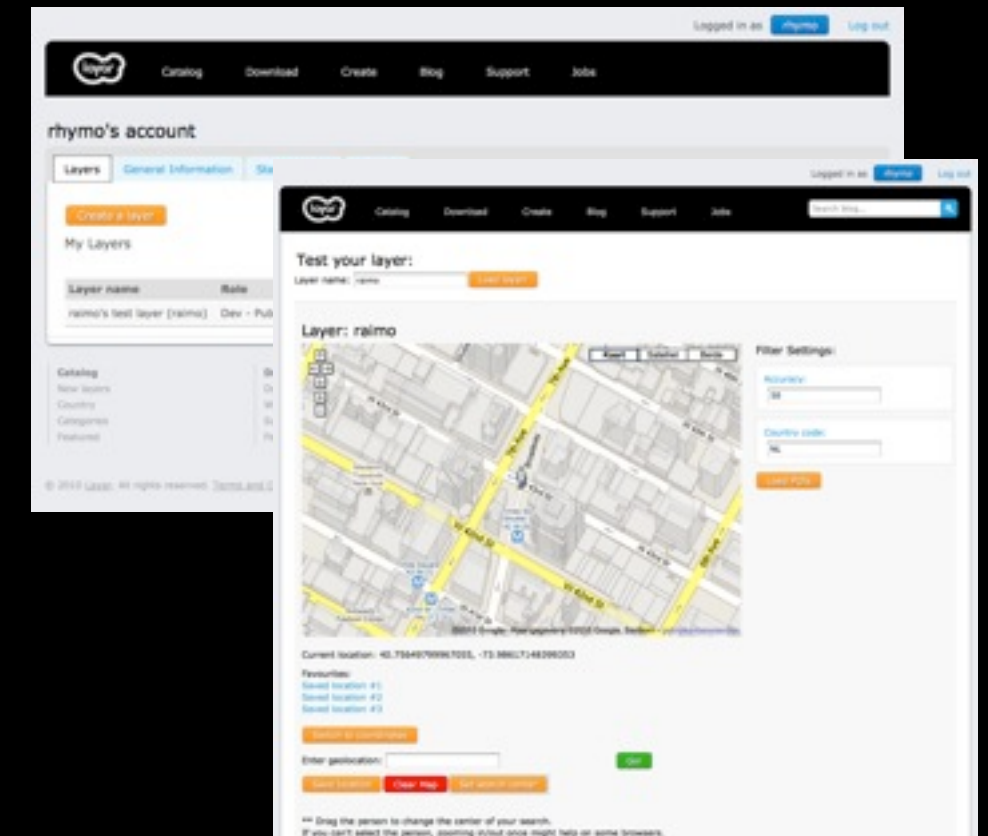
1.000.000 active users

Player



1330 layers

Publishing



5.800 developers

Distribution

- Layar has been downloaded 3.5 mio times (incl. 1st launches for pre-installs)
- Monthly active users: 1 mio
- Pre-installed on:
 - Samsung Android worldwide (if operators allow): All of Europe, 1 US carrier
 - LG worldwide (if operators allow): All of Europe, US

Commercialize content

- Paid layers: Introduced in May 2010, using Paypal (USA, UK, AUS, CA). October 2010: France, Italy, Netherlands, Malaysia.
- 28 paid layers: Walt Disney, Berlitz, SpotCrime, Rhône-Alpes Tourisme, etc...
- Price tiers being used: € 0.79 to € 4.99



One note on in-app purchases

- Layar offers a “layer store” in an app
- Apple’s in-app purchases is not suited for this model
- We currently use Paypal for micro-payments, global provider
- Will offer a choice to users when new payment methods arrive



Play layers in any iPhone app

- Embed layer in standalone application
- Integrated AR experience
- Free

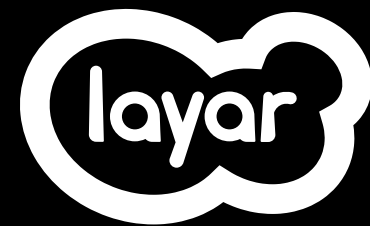
Limited beta program: <http://layar.com/player>

Cross-platform

- **Mobile app market is fragmented:**
 - Android, iOS, Bada, Symbian, Meego, Blackberry, WebOS
- **One source code base is a dream**
 - AR relies heavily on low-level APIs that are just different on different platforms.
 - OpenGL ES + EGL is not uniformly implemented accross platforms
 - UI is different on each platform
- **Layar will be on all platforms, except Windows**

Deliver the most impactful mobile content ever created

Thank you



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