

## Mobile Augmented Reality Business Models

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We believe Mobile Augmented Reality businesses have the possibility to derive revenue from several sources. Each player in the field may design their business models to fit their areas of expertise, and focus their efforts in developing their unique solution and client base.

The various revenue sources and business models include the following:

### 1) Pay-per-download:

Download fee charged to end-user consumers for download of AR browser and access to various contents and services.

Value to customer: Provides innovative and intuitive interface to deliver games, navigation, and other content directly to consumers.

Example: “*DishPointer*” charges consumers for app download

Example: “*Nearest Tube*” charges consumers for app download

### 2) User subscription:

Subscription fee charged to consumers for download/access to various features, contents and services. “Freemium” pricing model for advanced service features.

Value to customer: Provides innovative and intuitive interface to offer navigation content and other promotional information directly to consumers.

Example: “*Bionic Eye*” charges for subscription to subway (POI) information

### 3) Advertising/affiliate revenue from advertisers:

Location-based advertising and e-commerce affiliate revenue charged to various advertisers, either in the form of brand marketing, or performance advertising.

Value to client: Provides various brands, publishers and advertisers new “AR” user interface & delivery channel.

Example: “*AcrossAir*” charges various brands for displaying billboard-type advertising and promotional content

Example: “*AroundMe*” utilizes ad-servers to charge for displaying ads within app

4) Licensing API to content providers:

Fees charged for providing a platform and enabling technologies to content providers who want to enhance POI data with AR.

Value to client: Provides differentiation opportunities and new channel for delivering location-based content.

Example: “*Unifeye Mobile SDK*” charges developers to access API to build AR applications

Example: “*Wikitude API*” charges developers to access API to build AR applications

5) License/servicing fees from infotainment facilities:

License fee charged to commercial complexes, museums, theme parks, exhibition organizers and other facilities for providing customized AR services.

Value to client: Provides new and un-intrusive means to deliver navigation and other promotional information directly to consumer.

Example: “*Koozyt AR Technology*” charges shopping facilities to provide marker-based AR contents

6) License fees from handset-makers:

License/OEM fees charged to handset manufacturers for developing and servicing AR software/services for new smartphones.

Value to client: Provides differentiation opportunities for makers of smartphones on open platforms.

Example: “*Layar*” pre-installed on Samsung smartphones

*\*All above information based on corporate web-sites and various web publications. Economic terms are unknown.*