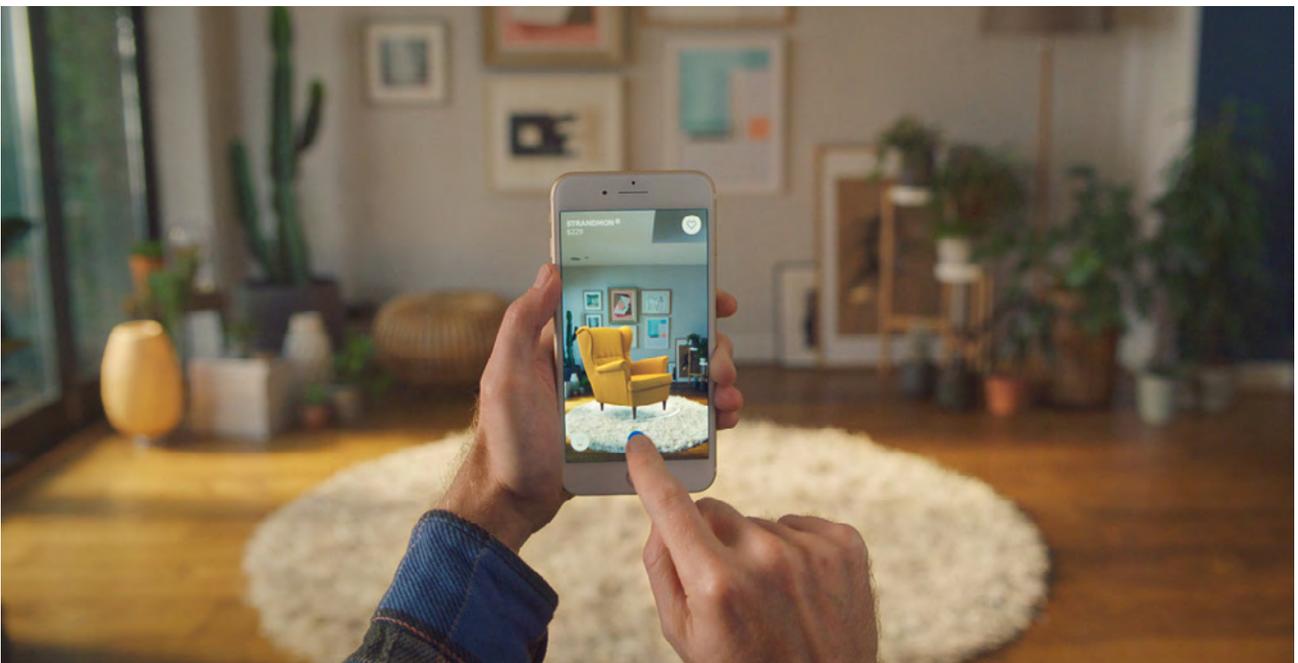


# AUGMENTED REALITY (AR)

# AR APPS

Augmented Reality (AR) is an innovative technology that integrates all kinds of digital contents with a real scenario. This information is dynamically linked to the space framed through the camera of our smartphone, tablet or computer or through specific headset made for this type of technology.



A good AR applications must:



BE  
ENGAGING



DISPLAY CONTENT WELL  
ANCHORED TO THE REAL  
SCENARIO



BE INTUITIVE  
AND EASY TO USE



Any sufficiently advanced technology is indistinguishable from magic

Visionaut develops multi-platform AR applications with or without marker technology.

## MARKER AR APPS

AR Marker applications allow devices such as computers or smartphones to use their cameras to identify 2D images used as custom - designed "markers" to hook up AR contents. When a marker is recognized, the application projects the related digital content in the device screen overlapping to the real-world scenario.

There are several fields of use, from advertising for magazines or products to the projection of 3D content for the presentation of projects or for educational purposes.



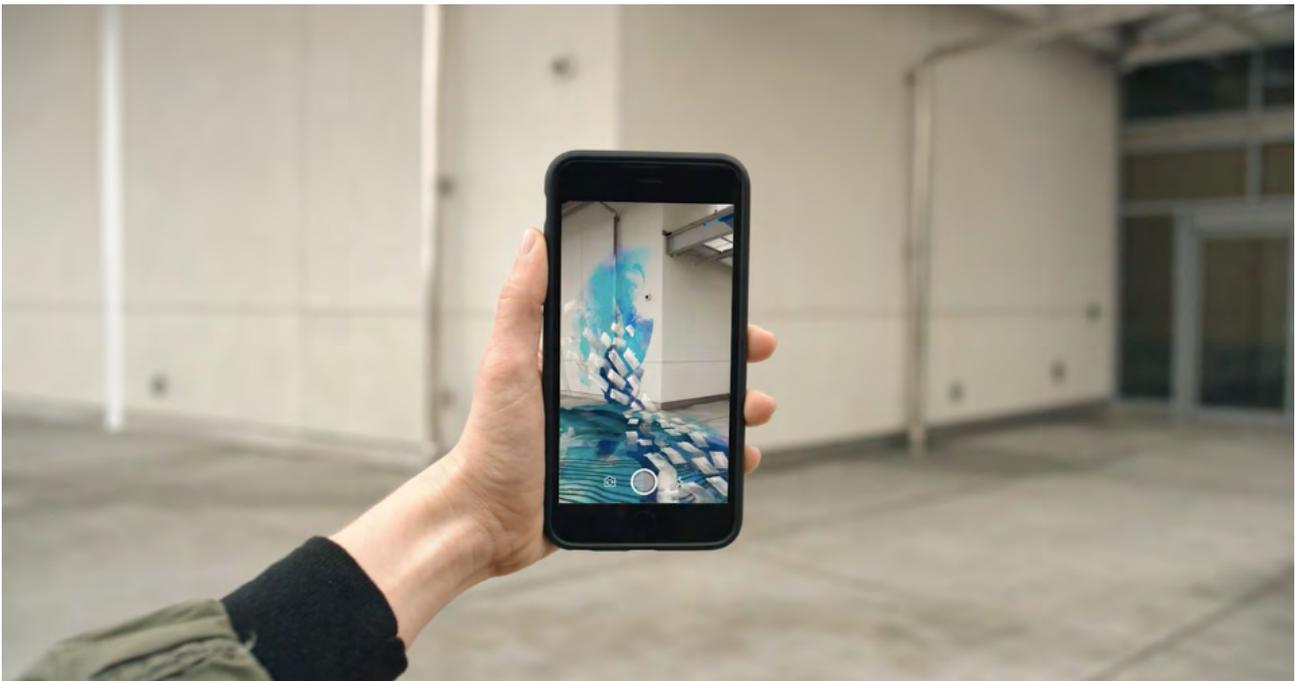
## MARKERLESS AR APPS

AR Markerless applications create a match between real spaces and virtual contents using a technique called visual-inertial odometry. This process combines information from the device's motion detection hardware with a software analysis of the scene framed from the camera of the device. This kind of applications allow the projection of digital contents in a dynamic way on a real scenario without the aid of a marker.

The fields of use range from display of specific geo-referenced data to the creation of autonomous libraries of freely positioned objects within any space.

Features:

- ✓ Geo
- ✓ 2D Image Recognition
- ✓ 3D Engine
- ✓ Instant Tracking
- ✓ Object Recognition
- ✓ Cloud Recognition



Augmented Reality is able to transform the way we learn, make decisions and interact with the physical world. It will change the way companies serve customers, train employees, design and create products, manage their value chains, and ultimately the way they compete.

Contact us and we will try to realize your ideas.

## MIXED REALITY SOLUTIONS

Mixed reality applications provide precise alignment of holographic data on a real scenario. It is a powerful visualization technology that can improve many traditional workflow. The projected holograms can appear life-like and can move, be shaped, and change according to interaction with the user or the physical environment.

Gestures, gaze and voice commands can be used to navigate and control the presented content.

