Always On. Always Augmented.

Making the Digital a Natural Experience
14+ years of experience in professional AR development

ONLY dedicated company to serve the entire AR value chain

Creator of the world’s most advanced AR SDK and browser

100+ people working in Germany (HQ) and the USA

1000+ B2B customers worldwide

50,000+ active developers across the world

metaio... Who’s that, what’s they doing??

metaio Confidential
FOUR fundamental pillars of AR

<table>
<thead>
<tr>
<th>Macro</th>
<th>Micro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor</td>
<td>Indoor</td>
</tr>
<tr>
<td>Navigation (City, Shopping Mall)</td>
<td>Virtual Information (PoI in City &amp; large buildings, Devices, Face/Body)</td>
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<tr>
<td>Virtual Information (PoI in City &amp; large buildings, Devices, Face/Body)</td>
<td>Virtual UI (home control, device)</td>
</tr>
<tr>
<td>Design (architecture, interior, 3D objects)</td>
<td>Teaching / Training (visualisation, visual guidance)</td>
</tr>
<tr>
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<td>Gaming (Large Area games, TV games, …)</td>
</tr>
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<td>Translation (text, signage, menu,..)</td>
</tr>
<tr>
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<td>Virtual fitting (online shopping)</td>
</tr>
</tbody>
</table>
A very bright future of AR in-sight

Overall AR market growth: 2012 - 2017

$5.2B

$82M

Adoption of mobile AR is driven by

Usefulness

Augmented Reality, The
User Interface
of
of FUTURE!!!
AR Food Chain – Always ON, Always Augmented!

**Hardware**
- AR Acceleration

**Software**
- AR Applications

**Content**
- AR Usage

**Users**
- AR Content Access

[Logos of various companies and partnerships]
Product Design

Evaluate digital prototypes in the real world

- Enable design insights
- Detect design errors
- Cut prototyping costs
Windows to the World

http://www.youtube.com/watch?v=tqK9HlzX79I
Engineering

- View CAD assets on-site
- Pre-Visualize site changes
- Streamline decision-making

Optimize and accelerate your processes

Sales
Marketing
Operations
Customer Support
Product Design

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Civil Engineering simplified by AR

https://www.youtube.com/playlist?list=PL66CBE2245DEFEAAD

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Operations

See how efficient and effective your company can be

- Provide intuitive worker guidance
- Enhance existing reference tools
- Get it done faster
Useful Augmented Reality

https://www.youtube.com/watch?v=iz4ykMn3UR4
Demand attention with profoundly digital experiences

- Surprise customers
- Provide memorable experiences
- Start conversations
Showcase your products anywhere, anytime

- Deliver any product
- Reveal deeper value
- Eliminate shipping costs
AUGMENTED REALITY KIOSK
"LEGO DIGITAL BOX"

https://www.youtube.com/watch?v=mUuVvY4c4-A
Customer Support

Deliver 3-D support from the product, to the customer

- Show instructions on-product
- Stream to live support
- Never ship another manual
*Nominated for GSMA Best Mobile Product App or Service for Automotive*
Augmented Reality apps everywhere

http://www.youtube.com/watch?v=-24ySXEMq1U&feature=player_profilepage
Customers include: Axel Springer, Gruner + Jahr, Burda, Süddeutscher Verlag...

More than 15 million copies of AR enhanced magazines are printed every month in Germany!!

How Germany's most popular science magazine is using AR!
http://www.youtube.com/weltderwunderadsales#p/f/3/KZS1Q3I0a9Q
Introducing metaio SDK 4.5

- Optimized client-based visual search for a large number of 2D targets
- Improved stability, robustness and performance of ID Marker and 2D marker-less tracking
- Improved performance of 3D object tracking and teaching
- SLAM integration
- Sensor fusion for visual-based tracking
- AREL support
metaio Cloud

Manage Content
Combine the Creator and the Cloud to manage all of your AR projects in a single place.

Simplified Delivery
Deliver AR content without the headache of app store resubmissions.

Publish Your App
Flexible licensing to publish your application without a watermark.
• For the end-users
• Brand-new Point of Interest (POI) visualization for location-based content
• Direct access and sharing through Facebook
• Improved 2D and 3D tracking
• SLAM integration
• AREL
• Continuous visual search integration
ARM and metaio creating a new AR world

- Jointly explore the promising GPGPU Compute capabilities (OpenCL), in-order to create a much stronger and robust AR ecosystem powered by the powerful Mali-based devices
- Work together to achieve the vision of Augmented City, where we can connect most of the real-world objects to internet
- Educate the potential smartphone and chipset OEMs about benefits of AR together
- Co-Marketing activities at large scale mobile technology events e.g. MWC, GDC etc.
Join us for the most exciting Augmented Reality Event in 2013!

insideAR

Munich • October 10-11, 2013

visit www.metaio.com/insideAR
Thank you

ALWAYS ON. ALWAYS AUGMENTED.