Research Findings: Existing AR Technology

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1. Background

Our client, Luminary, develop experiential applications for their clientele. Luminary specialise in developing augmented reality (AR) applications for mobile. As part of our development, we are required to gain an understanding of what other AR apps are already out on the market and how well they are doing.

2. Objectives

Research contemporary uses of AR technology on the mobile platform.

3. Approach

General online research.

4. Findings

4.1. Metaio – Junaio

4.1.1. "Junaio is a mobile Augmented Reality platform that allows you to unlock digital information from places, products and sights around you." (Metaio, 2015)

4.1.2. "Junaio is the most advances mobile Augmented Reality browser. It's a fast and easy way to discover your world. Find local events, offers and listings; scan QR codes and barcodes to get instant access to additional information; unlock augmented content on images and objects to play games or experience new virtual interactions." (Metaio, 2015)

4.1.3. Good, entertaining app for when you're bored, or lost in a city.

4.1.4. Free app available for Android and iOS.

4.2. SnapShop

4.2.1. Main use of AR: to visualise furniture placement within a room.

4.2.2. The idea: if consumers are able to visualise the space where furniture will be placed, their confidence in buying decisions increase and thus increase sales and less refunds. (SnapShop, 2011)

4.2.3. Available on iOS, free.

4.3. Blippar

4.3.1. They are a company aimed at developing AR applications to help market other companies. "Attract, retain and engage with consumers through an immersive experience. Through one app, Blippar becomes the lens through which the real world can be spontaneously 'unlocked' and converted into content-rich, interactive experiences." (Blippar, 2015)

4.3.2. The largest AR user base in the world. Blippar now owns Layar. Very successful - 11 locations worldwide. They've worked with large corporations such as CocaCola, Disney, Nike, IBM…

4.3.3. Available on both Android and iOS

4.4. Layar

    4.4.1.   Similar to Blippar.

    4.4.2.   Has had 40m+ downloads. (Layar, 2011)

    4.4.3.   It uses hardware services such as GPS, accelerometer and compass.

5. Further Investigation

5.1. None.

6. Recommendations

6.1. Brainstorm ideas of AR uses.

6.2. Download some AR apps from the app store and note a few pros and cons for each. Possibly discuss in next meeting.

7. References

Blippar. (2015). Augmented Reality (AR). Retrieved from http://www.blippar.com

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Metaio. (2015). Junaio – Augmented Reality Browser. Retrieved from http://www.junaio.com

SnapShop Inc. (2011). SnapShop - Preview furniture in your own living room using your iPhone. Retrieved from http://www.snapshopinc.com