



PRESS RELEASE

## High-Tech from metaio at Japan's most important technology fair

**Garching/Munich, July 17<sup>th</sup>, 2007 - with the launch of the new software "Unifeye 3.0" metaio presented their newest augmented reality achievements at the biggest fair for New Media, 3D Sim and visualizing technologies "Industrial Virtual Reality Expo 2007" in Tokyo. metaio was represented by their long term sales partner NISSHO Electronics, a Tokyo based company specialized in IT and digital business. The features of the new software were shown within examples of E-Commerce, Live-Marketing and industrial applications.**

IVR in Japan was the perfect setting to stage the international debut of the new software "Unifeye 3.0". Especially in Asia the technology of augmented reality catches a lot of attention. Thus the innovative solutions for "augmented reality in e-commerce" and "product experience through augmented reality" met a very interested audience. The possibility of presenting products - for example furniture - within the personal environment of end consumers and integrating this fascinating functionality in online shops (called a-commerce) had a strong impression on shop-architects and online-retailers. Another form of interactive product presentation with augmented reality, which was implemented for the first time in the launch of a new TOYOTA / SCION model was also given much attention: the new SCION "xD" was the first car worldwide to be presented through augmented reality, within a road show through 40 US cities. The real scale virtual model was shown on a real stage! This decent feature was presented in Tokyo with a twinkle in the eye - an old fashioned Fiat 500 was introduced as a special guest and due to a high resolution projection it was right in the middle of the spectators.



Not last because of this surprising presentation the feedback on metaio's fair appearance was very positive: high interest in the technology of augmented reality in general and concrete requests by established Japanese and international companies. The young software company metaio looks confidently into the future and is looking forward to interesting projects for renowned companies.

More information about IVR Expo in Tokyo:

<http://www.ivr.jp/ivr/english/exhibit/outline.phtml>

More about NISSHO Electronics:

<http://www.nissho-ele.co.jp/eHP/e-index.html>

More about metaio and augmented reality:

<http://www.metaio.com>

About metaio:

metaio conceives, develops and markets solutions known as Augmented Reality (AR). Using this innovative technology virtual 3D-information can be superimposed seamlessly into the real environment at real-time. The company offers products and consulting services for customer-tailored solutions covering all project relevant issues such as the appropriate assessment of technology levels and its integration in the customer's processes. Furthermore the company has strong skills in the development of various tracking technologies in the field of AR and possesses elaborate experiences of integrating these into the industrial application context. metaio was founded in 2003 and has customers that rank among the most renowned companies in industry and commerce such as Volkswagen, BMW, Bosch and Siemens.

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