



PRESS RELEASE

## Perspectives of the Augmented Reality Technology

**Munich, 17 October 2007 – In the beginning of October, more than 100 guests from industry, commerce and research had the chance to have a close look into metaio's backstage work and the latest Augmented Reality (AR) solutions by metaio. During the technology fair "inside metaio" innovative applications were shown which support the statement of Augmented Reality becoming productive in more and more economic domains. The positive feedback of the visitors has proved: a glance into the future is profitable.**

The spectrum of topics of the over 25 practical examples and live-demonstrations ranged from industrial solutions to applications for the consumer-sector and actual research projects to future scenarios like the use of AR on mobile devices.

An example of the industrial solutions is the software "Roboshow", which was presented for the first time. "The Roboshow" is an industrial sales-tool with which a manufacturer of robots can visualize its products within an existing production hall. Without any effort in montage and with a very little digitalization a production scenario can be created and the potential customer has a clear picture of the future production flow. Workspaces, patterns of movement or different robots in interaction - "Roboshow" will help to present the virtual product in the real production context and makes supporting sales activities easier.

An example of the consumer area that provoked great interest is the so called "Magic Book". Using picture-tracking, a normal book can be enlarged with 3D-content. This content appears – on the monitor with use of a webcam – above the book. This offers the user besides an intuitive and playful contact with new technology, a lot of surprise effects. The Magic Book application has a great potential, especially in the science media and/or children books. This novel media-concept was presented by a large German publisher during the Frankfurt Book Fair.



Further scenarios which were presented at the “inside metaio” were: the use of AR in live-marketing, e-commerce, film production, interactive shopping-terminals, interactive ad space and the AR automobile service of the future. Furthermore current research projects from the digital factory and for the online based robot cooperation were shown.

“We are already looking forward to our next technology fair” said Dr. Thomas Alt, CEO of metaio. “Until then we have a lot of work to do because one thing is clear through current projects in Germany, Japan, Korea and the US: Augmented Reality will further on change the perception of the world.”

All available handouts from the scenarios presented at the “inside metaio” you will find under:  
[http://www.metaio.com/messe2007/Metaio\\_technology\\_fair\\_demo-flyer\\_English.zip](http://www.metaio.com/messe2007/Metaio_technology_fair_demo-flyer_English.zip)

A film about the fair has been published here:

<http://www.on10.net/Blogs/lorigros/metaio-augmented-reality/>

**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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