



## PRESS RELEASE

### **metaio expands portfolio with Norwegian acquisition**

**Munich, October 2008 – metaio GmbH has acquired the assets of the Norwegian technology firm ARMUSEMENT. The acquired start-up will serve to expand metaio’s strategic and technological market position. This acquisition thus extends the Munich software company’s portfolio in augmented reality technology. The market for augmented reality products is gaining momentum worldwide, with increasing numbers of respected companies announcing new AR concepts in gaming, mobile and the web for the coming months. By adding the Norwegian start-up ARMUSEMENT to its portfolio, metaio increases its capabilities in these important growth areas.**

The start-up, based in Kristiansand, had already shown the power of its “ARENGINE” system with an installation at the Norwegian Museum of Cultural History in Oslo. Here, they provided visitors with an AR system that let them enter a ‘virtual’ real-life environment. Visitors could thus observe historical figures living and working in real-life exhibition rooms (see photos below), or were given additional ‘virtual’ information about certain exhibits on show in the museum. All this was made possible by providing museum visitors with ‘data goggles’, which the company had also developed in-house.

In addition to its broad project experience in gaming and entertainment, the firm was also on the verge of launching its “ARENGINE” software development kit (SDK). This SDK, aimed at the professional user, includes a highly advanced image recognition system. These components are also a very good fit for metaio’s portfolio and will thus be integrated into the “Unifeye” augmented reality software platform. metaio also looks forward very much to working with existing customers and partners of ARMUSEMENT in the future. A Scandinavian project is already in the pipeline. The acquisition of the Norwegian company represents a further key move in metaio’s business development. “A software firm serving an interdisciplinary technology such as augmented reality has to have structural and technological representation in all relevant markets,” comments Dr. Thomas Alt on the strategic decision.



Photo: left, a room in the Norwegian Museum of Cultural History in Oslo. Right, the same room, with the scene brought to life by historical figures integrated in real-time.

#### **More about Augmented Reality and metaio:**

[www.metaio.com](http://www.metaio.com)

#### **metaio GmbH:**

As a pioneer in the field of Augmented Reality technology metaio develops software products for visual interactive solutions at the interface between real and virtual world. On the basis of metaio's software platform Unifeye SDK 3D animations are seamlessly integrated into Live Video-Streams and into digital pictures of the real surroundings. Founded in February 2003, metaio has 45 employees at three locations by now. Headquarter is in Munich, subsidiary companies are metaio USA in San Francisco and metaio Asia in Seoul. At present, metaio operates worldwide for more than 140 renowned clients from various branches and domains. Among them are BMW, Daimler, Siemens, Toyota, Peugeot, EADS, Bertelsmann, KUKA and Volkswagen.

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