



## PRESS INFORMATION

### metaio opens doors for Girls' Day 2009

**Munich, April 2009 – living technology, getting to know software developers and a trip into the world of augmented reality - for seventeen girls this became reality for one day.**

Shy, but interested pairs of eyes examined Marion Langer, computer scientist for research and development at metaio. Markers, augmented reality or software development are concepts of which the 14-year-old schoolgirls have not heard of much yet. Girls' Day – an orientation day only for girls, is held each year on the fourth Thursday in April and offers girls a glimpse of possible occupations that are currently performed by only a few women. A day-long they get to experience how exciting a career in the field of science, craft or information technology can be.

While a name tag normally consists of letters, there was a surprise waiting for everybody this time, instead they received a black and white patterned square. So the girls already sensed at the beginning that metaio is slightly different. Once this "name tag" was shown in front of the webcam, the real name appeared on the screen in pink letters. Besides lectures, theory, and an exciting question and answer session, there was especially a lot of trying it out themselves and participating going on. Flying dragons, moving cars or a huge island, which suddenly appeared on the screen, made the previously heard visible and especially understandable. The playful approach to a pioneer technology gave way to a quite casual way of gaining insights and knowledge through self-made experience.



Pictures: The software developers of tomorrow. Right: one of the girls tried out LEGO's "DIGITAL BOX".



More information about metaio can be found here:

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

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### **metaio GmbH:**

As a pioneer in the field of Augmented Reality technology, metaio develops software products for visual interactive solutions at the interface between the real and virtual worlds. On the basis of metaio's software platform Unifeye SDK 3D, animations are seamlessly integrated into live video streams and into digital images of the real surroundings.

Founded in February 2003, metaio now has 45 employees at three locations. The headquarters are in Munich, with the subsidiaries metaio USA in San Francisco and metaio Asia in Seoul. metaio presently serves more than 140 renowned global clients from various industries, including BMW, Daimler, Siemens, Toyota, Peugeot, LEGO, EADS, Bertelsmann, KUKA, and Volkswagen.

### **Girls' Day:**

An initiative of the Competence Center Technology-Diversity-Equal Opportunities e.V. Funded by the German Federal Ministry for Education and Research, by the German Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and from the European Social Fund.

[www.girls-day.de](http://www.girls-day.de)

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