



## junaio opens up its API to developers

*CTO of metaio officially announced opening of junaio API at the AR Development Camp*

**MOUNTAIN VIEW – December 6th, 2009** – Peter Meier, CTO of metaio, announced at today's AR Development Camp the opening of its junaio API to developers. Starting Monday, developers can use the new interface to build their own applications that interact with the junaio platform.

The open API will include features that allow users to select multiple categories of information at once and see all results in a 360 degree view. For example, a user can select multiple areas of interest, such as Japanese restaurants, manga shops, or pictures posted by other junaio members, and see all the results in a single view. Unlike other AR applications, junaio will allow developers to use multiple information sources to develop their applications.

junaio's API will also allow users to interact directly with the resulting information. The API will enable developer to see how user interact with their programs and react to user behavior, such as changing the local content or adding new content. For example, a dinosaur game could let users find an egg, click to open the egg, and follow resulting clues to help the baby dino find its parents. "Using the interaction-features of junaio's API and 3D engine, cool AR-games, interactive tour guides, and other applications can be easily implemented," says Peter Meier.

External developers can benefit by linking their websites to junaio, and become accessible in the real world or promote their brands in new ways. "By opening the API, we want to give the developer community the tools to create their own applications that can benefit the users. Whether it's allowing users to drop new, cool or functional objects, finding the history of a building, or plan scavenger hunts and other augmented reality games, the possibilities are endless," says Peter.

The API specifications and additional information can be found at [www.junaio.com](http://www.junaio.com). The latest junaio client, with multiple information display and user interactions will be available to the public at the end of January.

### About junaio

junaio is a mobile and online platform that lets users create, explore and share information in a completely new way using augmented reality and location-based content. Users can place 3D objects, twitter messages or websites into the real world and then share their creations with friends through social networks. junaio's platform is bringing internet to the real world.

About metaio

As a pioneer in the area of augmented reality technology, metaio develops software products to allow visual interaction between the real and virtual world. Augmented reality lets you place 3D animations and contents directly into live video streams, but also supports the seamless integration of images from the external user environment. Founded in February 2003, metaio has offices in San Francisco, Munich and Seoul. metaio has more than 160 customers and hundreds of thousands end-users in a variety of markets, including BMW, Daimler, Siemens, Toyota, Peugeot, Popular Science, Gillette, LEGO, MINI, Universal Home Entertainment and Volkswagen.

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