



# WIKITUDE

Searching, Finding, Navigating with the  
Wikitude Eco System



# Wikitude: Who we are...

- ❑ Pioneer in the AR space since 2008
- ❑ Founded 2009 (Mobilizy GmbH)
- ❑ Set up US operations in early 2010
- ❑ Various AR awards
- ❑ 1 mio Wikitude clients downloaded
- ❑ iPhone, Android and Symbian
- ❑ Many white label solutions for global brands including Lonely Planet, Red Bull, Wimbledon, Australian Open and many more



# What is Augmented Reality?



Augmented Reality (AR) is when the physical real-world environment is merged with virtual computer-generated imagery - creating a mixed reality.



For  
ANDROID

# A New and Fascinating Augmented Reality Experience...



- Fully functional navigation System
- Light Weight, no maps needed
- Voice commands
- World wide navigation coverage
- Millions of POIs
- Users pick what they want to see

Survey (TheWhereBusiness):

47% want to know more about mobile navigation  
no. 1 used mobile service (by far)



# Find Your Favorite Brands



# Wikitude World Browser and Wikitude Drive



- ❑ Discover – Navigate – Find: A world browser to discover your surroundings
- ❑ A navigation system with millions of points of interest (be notified about cheap gas stations, the next Taco Bell or the most incredible vista points along your route)

# Wikitude Platform



ARML



WIN one of  
10 LG Smartphones

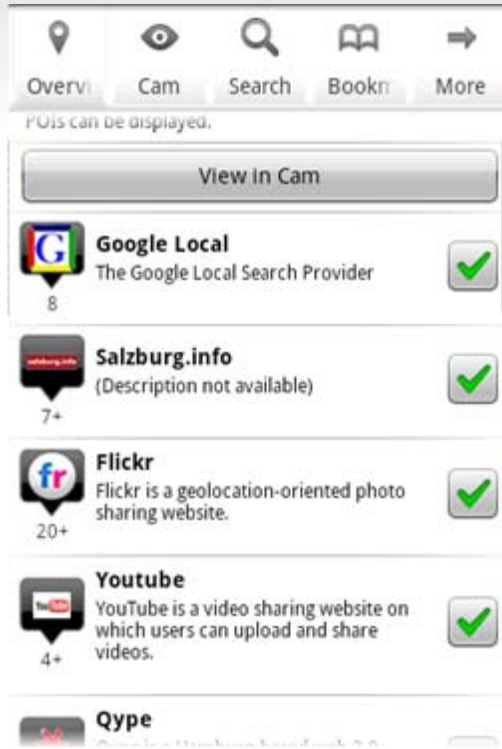




# Customized AR Solutions



# Create Your Own World





# WIKITUDE “World” Cup competition

Create your own world and win an LG Android Smartphone!

Example content Worlds  
in Wikitude’s World Browser today...



What content world can you create ?  
Submit to one of these categories...



News



Travel



Going out



Gaming



Social



History



Fun & Cool



Real Estate



Environment



Advertising



# WIKITUDE “World” Cup

Here is how it works...

- The “World” Cup competition will run
  - From TODAY till **July 11, 2010**
- Content World format needs to be submitted as ARML or Webservice (details on Wikitude.me)
- 2 week user voting process from July 12- 26
- Announcement of winners end of July
- All further details at:  
<http://www.wikitude.org/worldcup>



**WIKITUDE**

Discover your World !

Thank you!