



WIKITUDE WORLD BROWSER

Mobilizy GmbH

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AUGMENTED REALITY?



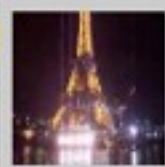
2004





PonEiffel Towe...

x Eiffel Tower (Paris, France) at Ne...
373 m



Celebrating New Year's Eve
2007/08 at the Eiffel Tower at Paris
(France, Europe). Sitting next to the
river Seine with a bottle of
champagne we enjoyed the



2/40

www

i



Mobile Augmented Reality (AR) Browser

Mobile Phone

GPS → current location

COMPASS → viewing direction

SENSORS → exact orientation

Available: Android, iPhone, Symbian

Wikitude World Browser by Mobilizy



Shanghai...

全中樓

Shanghai...

Shanghai World Financial Center
0 m



WIKIPEDIA

Das Shanghai World Financial Center ist ein 492 m hoher Wolkenkratzer in Shanghai. Ursprünglich war das Shanghai WFC als höchster Wolkenkratzer



5/40

www

i

History of Wikitude

2008 Top 50 Android Developer Challenge

2 days later: Philipp quit job

February 2009: First Mobile AR browser
on Android Market

May 2009: Mobilizy founded → 2 employees

September 2009: iPhone version

December 2009: Symbian version

February 2010: Winner of NAVTEQ challenge
with Wikitude Drive

February 2010: 7 permanent employees

Office: Salzburg (Austria), 32 qm

Wikitude 4 Eco-system

Android, iPhone, Symbian

Mobile Client

Mobile Client



Content: Worlds

Real-time: Twitter, Last.fm, Youtube, ...

User-generated: Public toilets, Premiere league stadiums

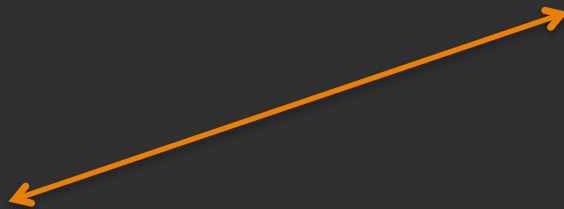
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Google Maps

individual points of interest

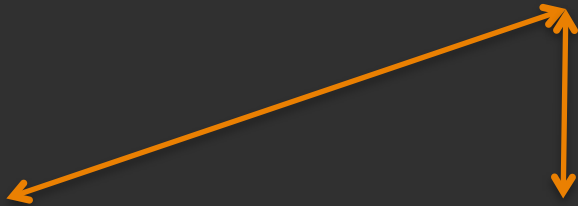
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Google Maps

File Upload

individual points of interest

ARML or KML

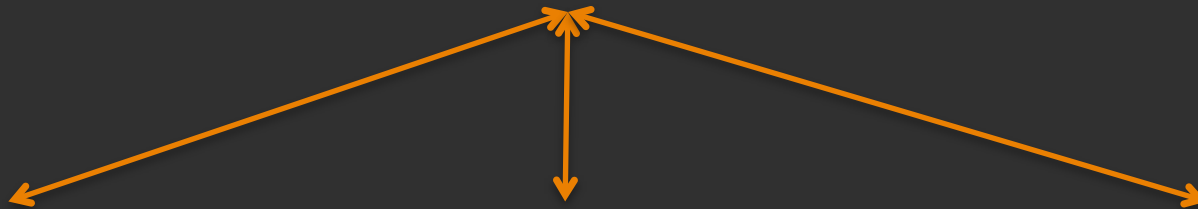
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ARML or KML

Online Interface

Real-time request and search

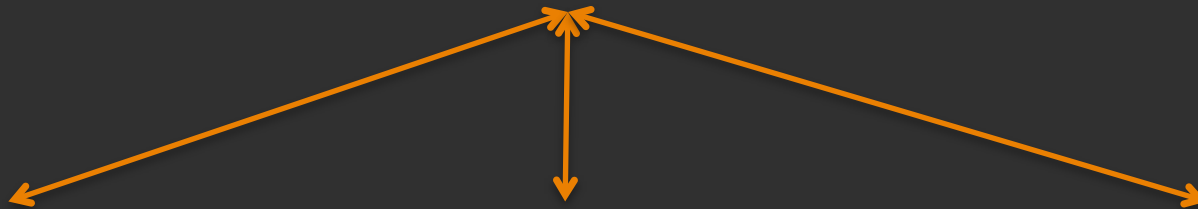
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ARML or KML

Real-time request and search



www.wikitude.me

Unique: Cross-world search, Wikitude API,
Open standards and specifications

ARML: Augmented Reality Markup Language

Commercial Examples

Lonely Planet: AR city guides (e.g. NY, L.A., ...)

Red Bull Mobile: Branded Wikitude

Pre-installed on RBM2

IBM Seer: AR guide Wimbledon,
Australian Open

Press: Techcrunch, ReadWriteWeb, Heise,
FAZ, NY Times, The Guardian, ...

Wikitude Drive: AR navigation system,
Winner NAVTEQ Challenge 2010
Mobile World Congress in Barcelona



Thank you

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