

The Mobile Augmented Reality Landscape (iPhone)

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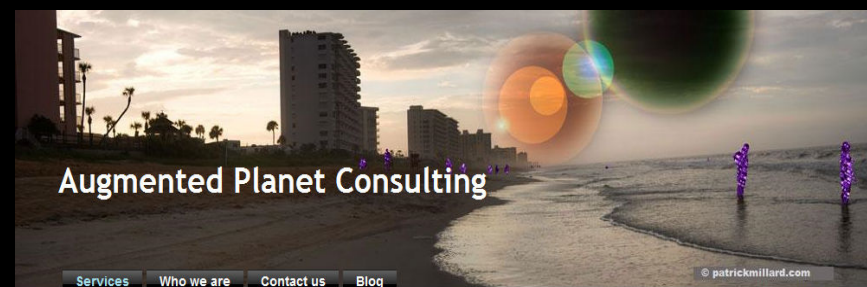
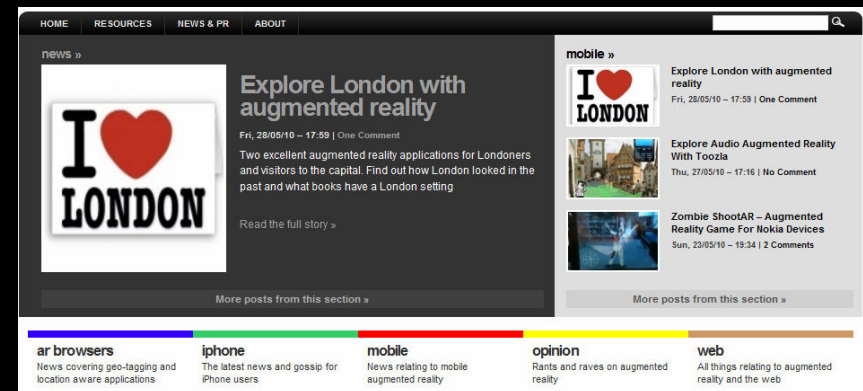
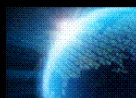
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About Us

- 20+ years Mobile / Technology experience
- Augmented reality blog since April 09
- Consulting
 - Go to market
 - Competitive analysis
 - Idea generation
 - Technology matching
 - Workshops

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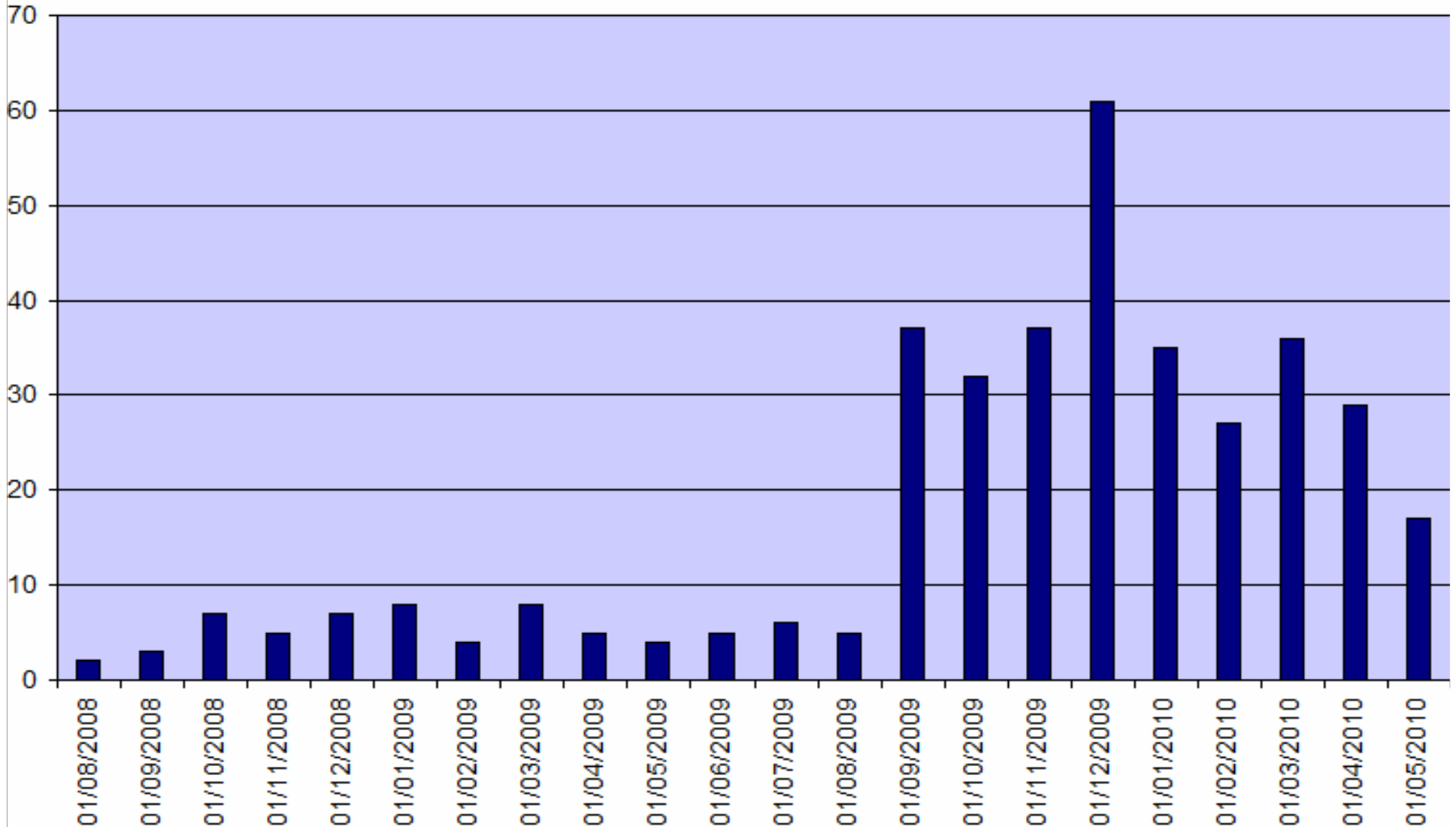


Agenda

- iPhone application data
- The browser band wagon
- Common browser pitfalls
- It's AR because...
- Future trends



iPhone AR Apps By Publish Date

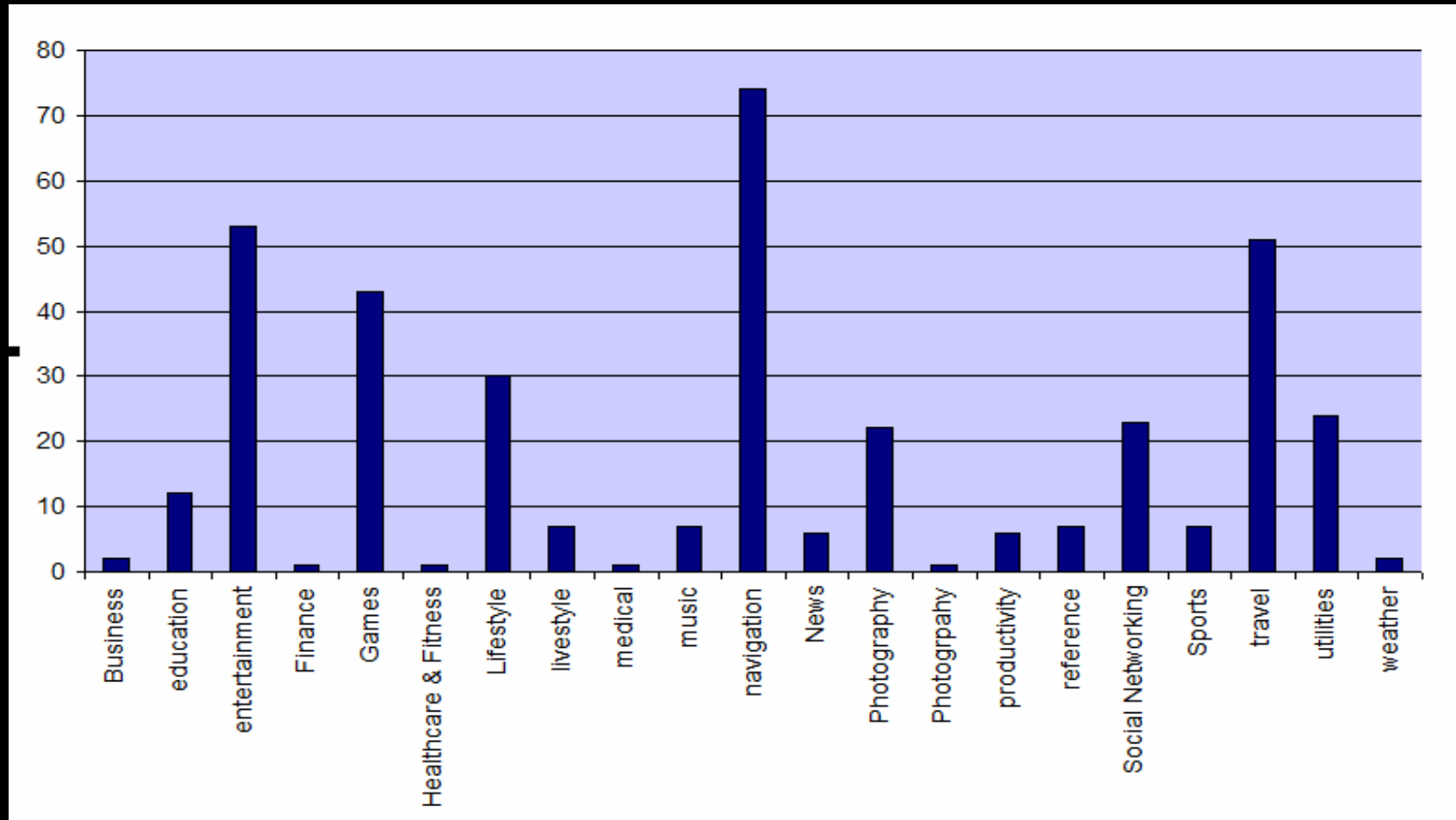


General Stats

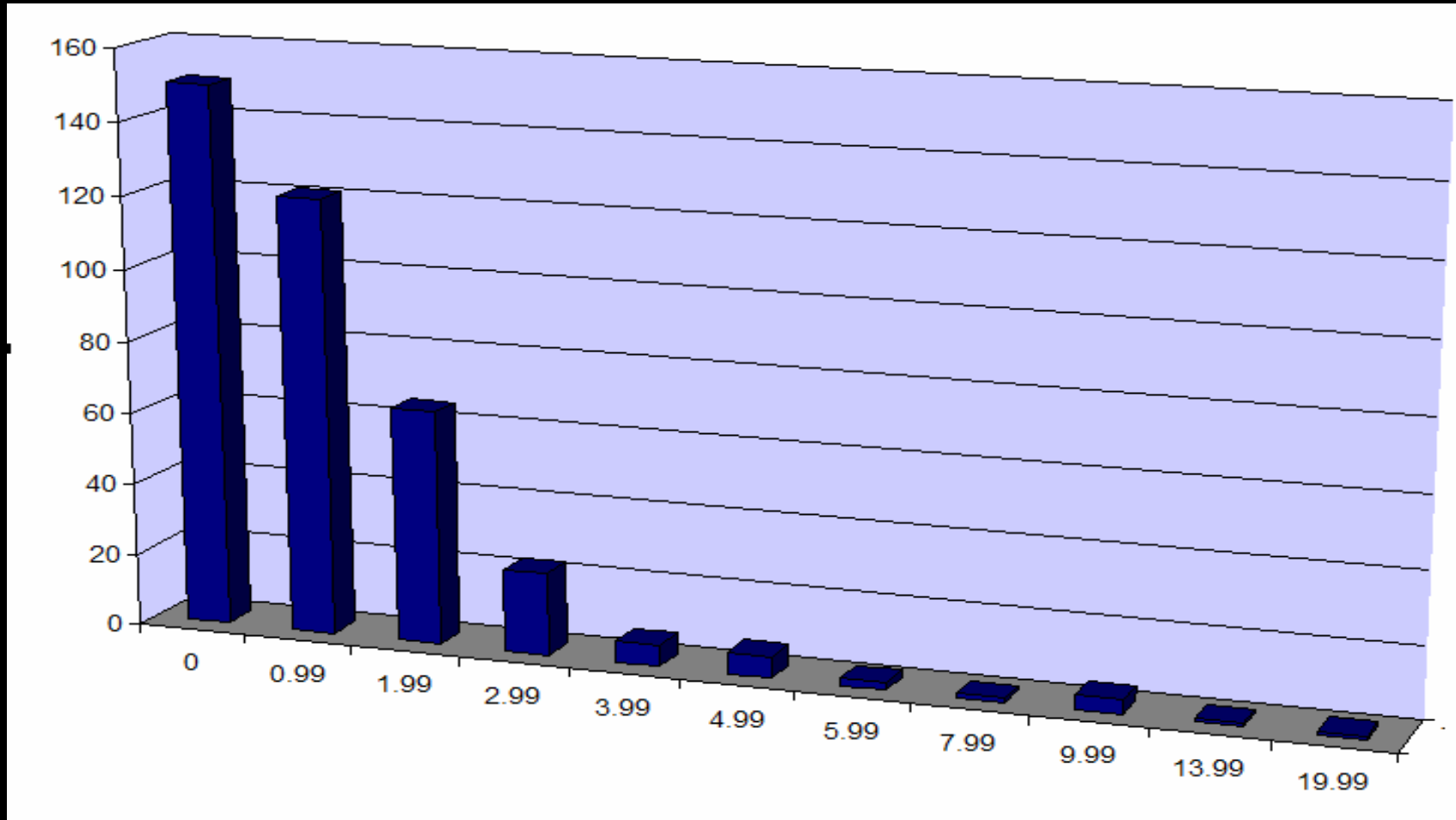
- Total apps
 - 380 iPhone (338 AR tagged, 42 not AR tagged)
 - 170 Android
- Top publishers iPhone
 - acrossair 14
 - Presselite 20
- iPhone total \$470
- Android total \$150



Apps by published category



Price Points



About the data

- No consistency in categories
- US/UK Stores
- Data normalization
 - Publishers list their app in different places
 - Develop a consistent list of categories
- Not a strict 1-2-1 mapping
- Sub categories

Robotvision	Navigation
Yell Labs	Lifestyle
Layar	Reference
Wikitude	Travel



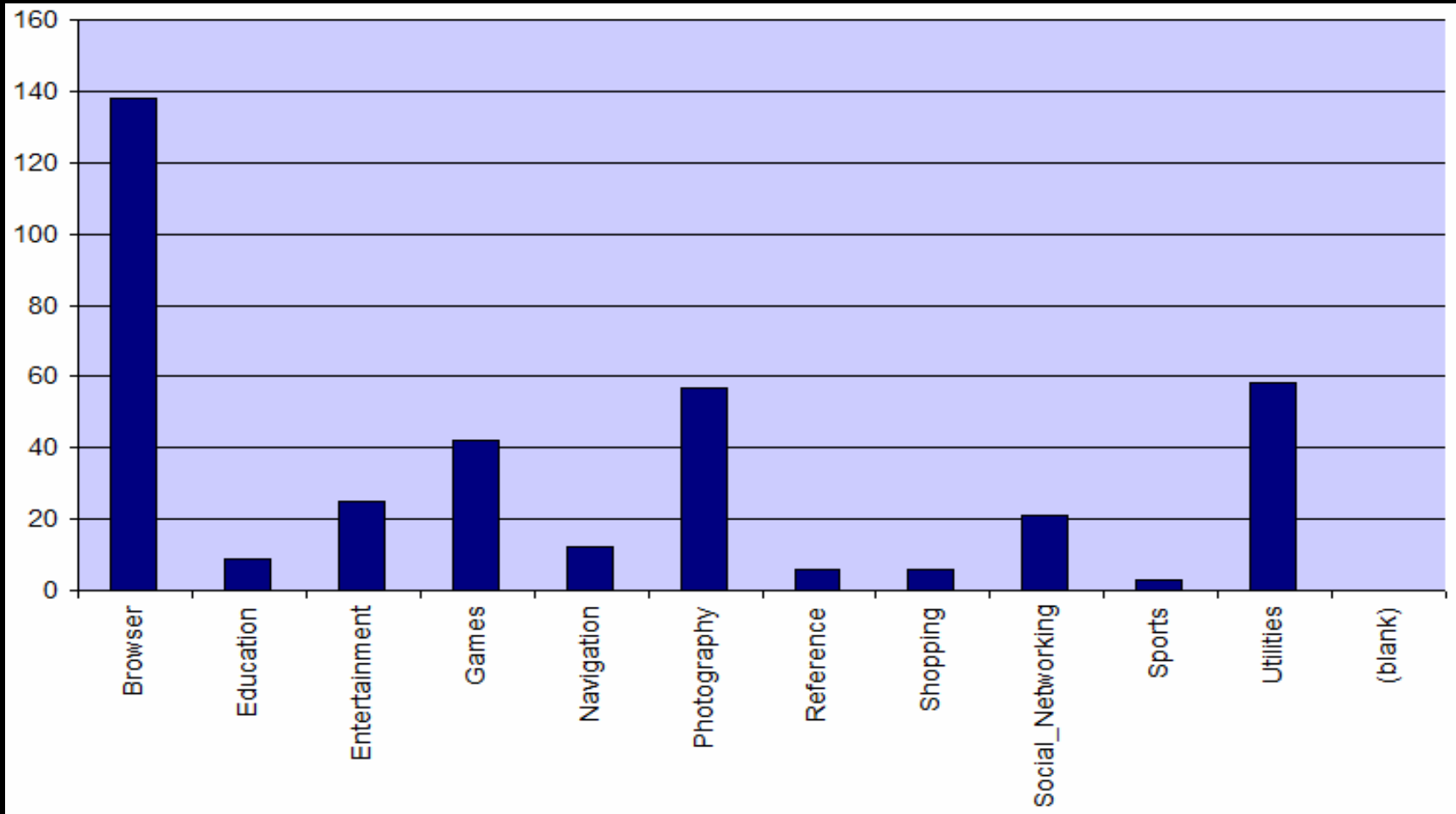
Browsers



Brands, City Guides, Food,
Local search, Mountains,
Property, Retail, Transport
Wiki, World, Other

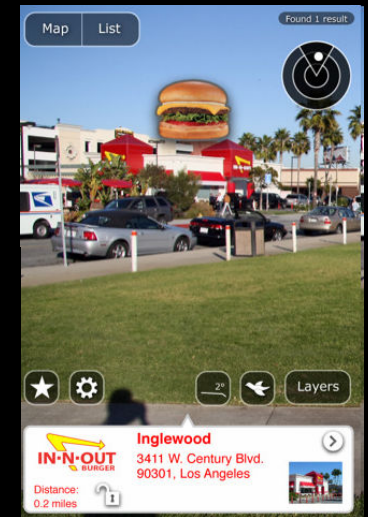
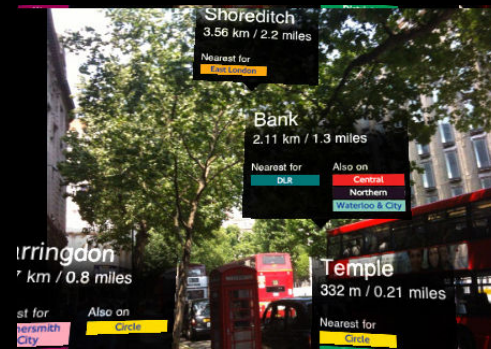


Normalized categories

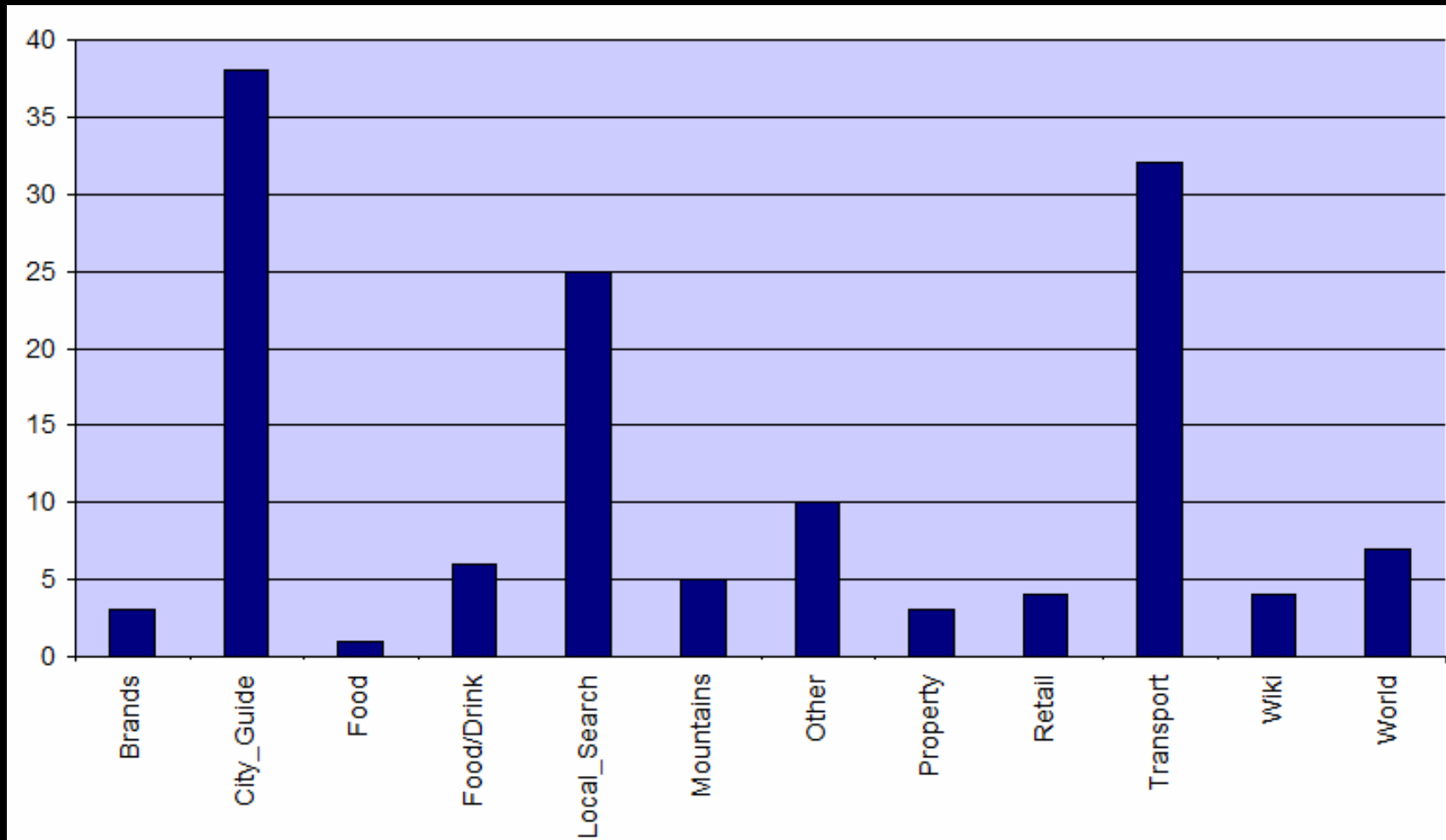


AR Browsers

- 138 applications use the camera to display POIs
 - 38 City guides
 - 32 Transport
 - 25 Local search
- Crowded market
- Competing against free



Browser Trends



Common Browser Pitfalls

- Presentation
- Data accuracy
- GPS accuracy
- Map



Breakdown by category

Education	
Astronomy	7
Other	2

Entertainment	
Fun	5
Markers	2
Music	7
Shooter	11

Navigation	
Parking	8
Walking	4

Games	
Accelerometer	27
Cheats	2
Location	9
Marker	3
Other	1

Shopping	
Shopping	6

Sports	
Golf	2
Ski	1

Reference	
Blog	4
Other	2

Social Networking	
Facebook	1
Other	13
Twitter	6
Dating	1

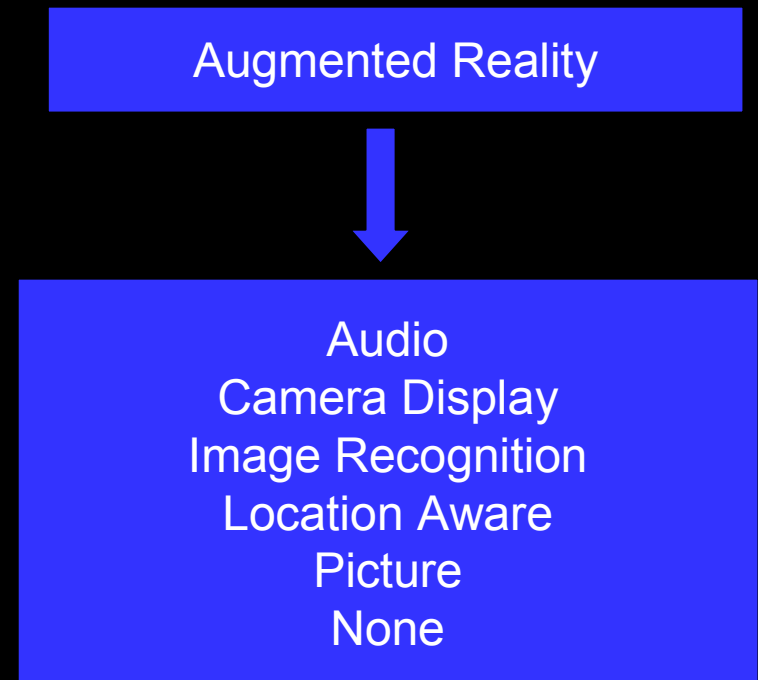
Photography	
Aura/Info	3
Images	49
Other	2
Photography	1
Text	1

Utilities	
Colors	3
Compass/Hud	26
Distance	4
Level	1
Level/Measure	4
Other	6
Satellite	4
Transparent UI	8
Weather	2

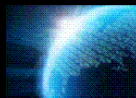
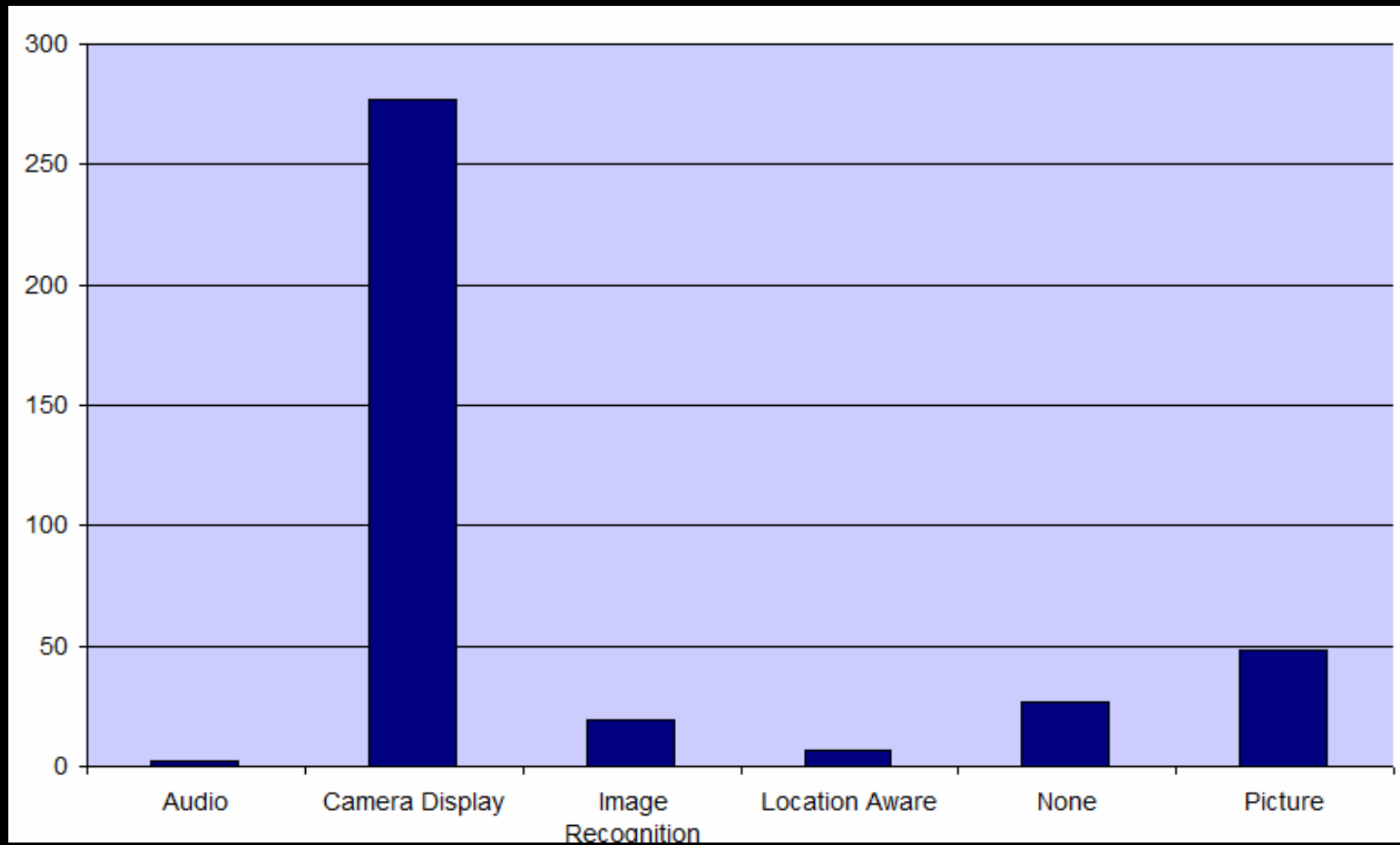


It's AR because...

- Using the camera doesn't make AR
 - Over zealous use of the term 'augmented reality'
- Data normalization
 - Augmented reality-ness



Augmented reality-ness

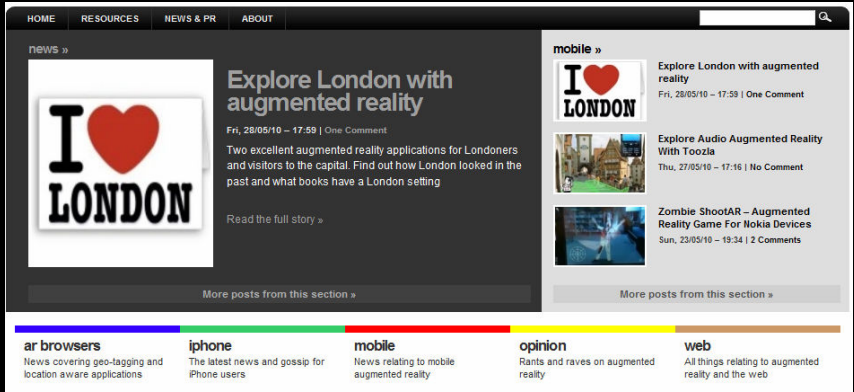


Summary & 2010 Trends

- POI Browsers crowded market
- Revenue – think first
- iPhone camera API open
- Natural feature recognition games
- Browsers to get image recognition
- Even more browser type solutions
- Trends pointing @ AR Shopping, find real estate
- Can I get the data?



Questions



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