



Unifeye | Platform - Universal Framework for All Tasks involving Augmented Reality

Ismar 2008



Overview



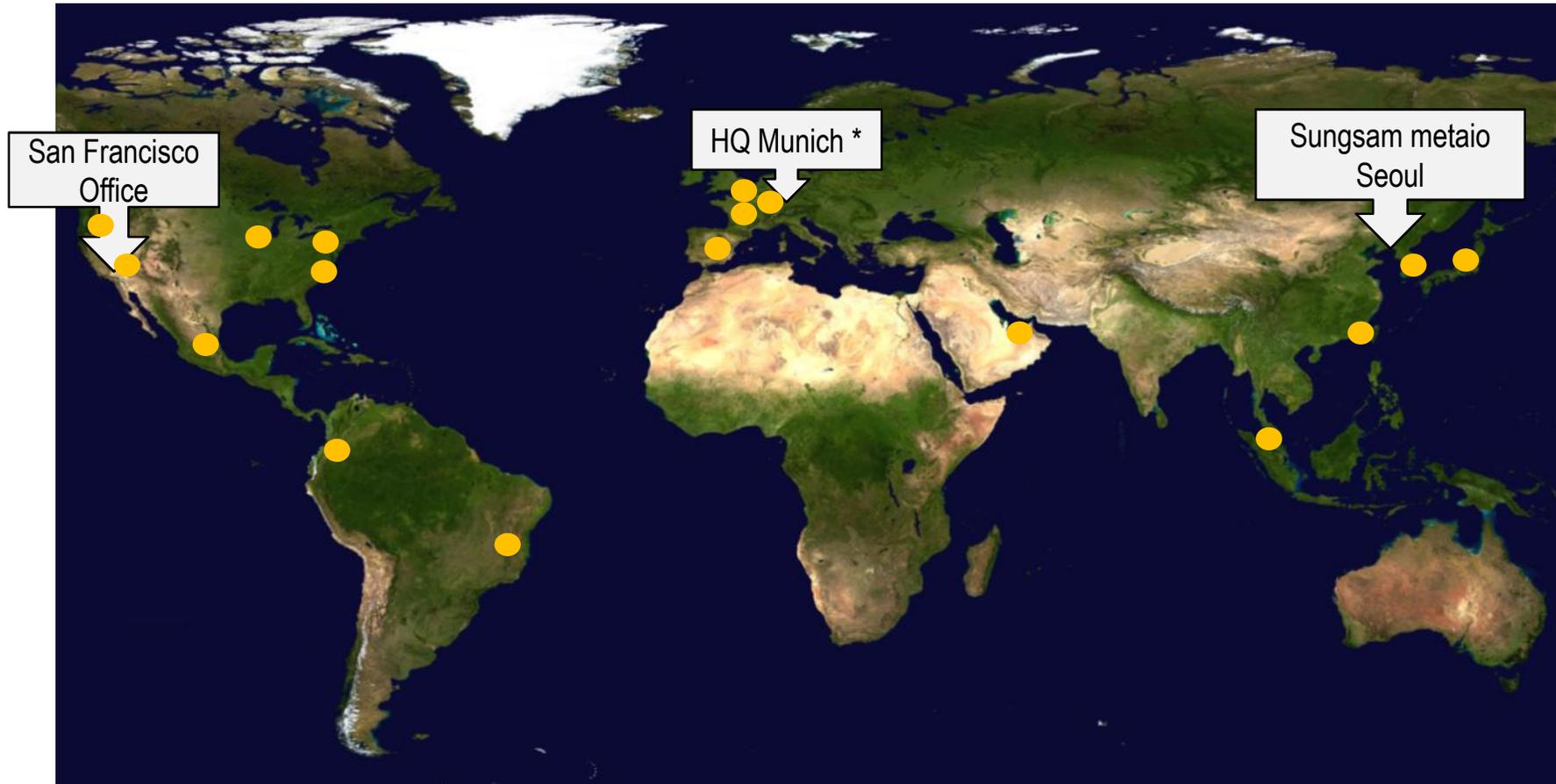
1. metaio
2. Unifeye | Platform AR Applications
3. Open Platform
4. Discussion

Company key-milestones



- 02/2003 Company foundation in Garching
- 09/2004 Partner in Industry Research Project „ARTESAS“ (AR in Service)
- 04/2005 Release of the Unifeye SDK®
- 12/2005 Release of first end-consumer AR solution for product presentation
- 11/2006 Beta-Release of Browser-Plugin for web-based AR-presentation
- 04/2007 Launch Event-Show 40 Cities road-show Scion/TOYOTA U.S.
- 11/2007 Internet Innovation Award of German Government Organization BITKOM
- 04/2008 Establishment of Sungsam-metaio Asia and metaio USA
- 08/2008 120 customers, 49 employees, offices in Munich (Germany)
Wolfsburg (Germany), Seoul (South-Korea) and Burlingame, CA (USA)

Metaio sites and some customers



* Additional sites in Wolfsburg and Ingolstadt

Customers & Partners



SHD



KNOWLEDGE MEDIA.INTERNATIONAL

SIEMENS



TUM
TECHNISCHE
UNIVERSITÄT
MÜNCHEN



UNIVERSITY OF ULSAN



DNP
Dai Nippon Printing Co., Ltd.

Microsoft

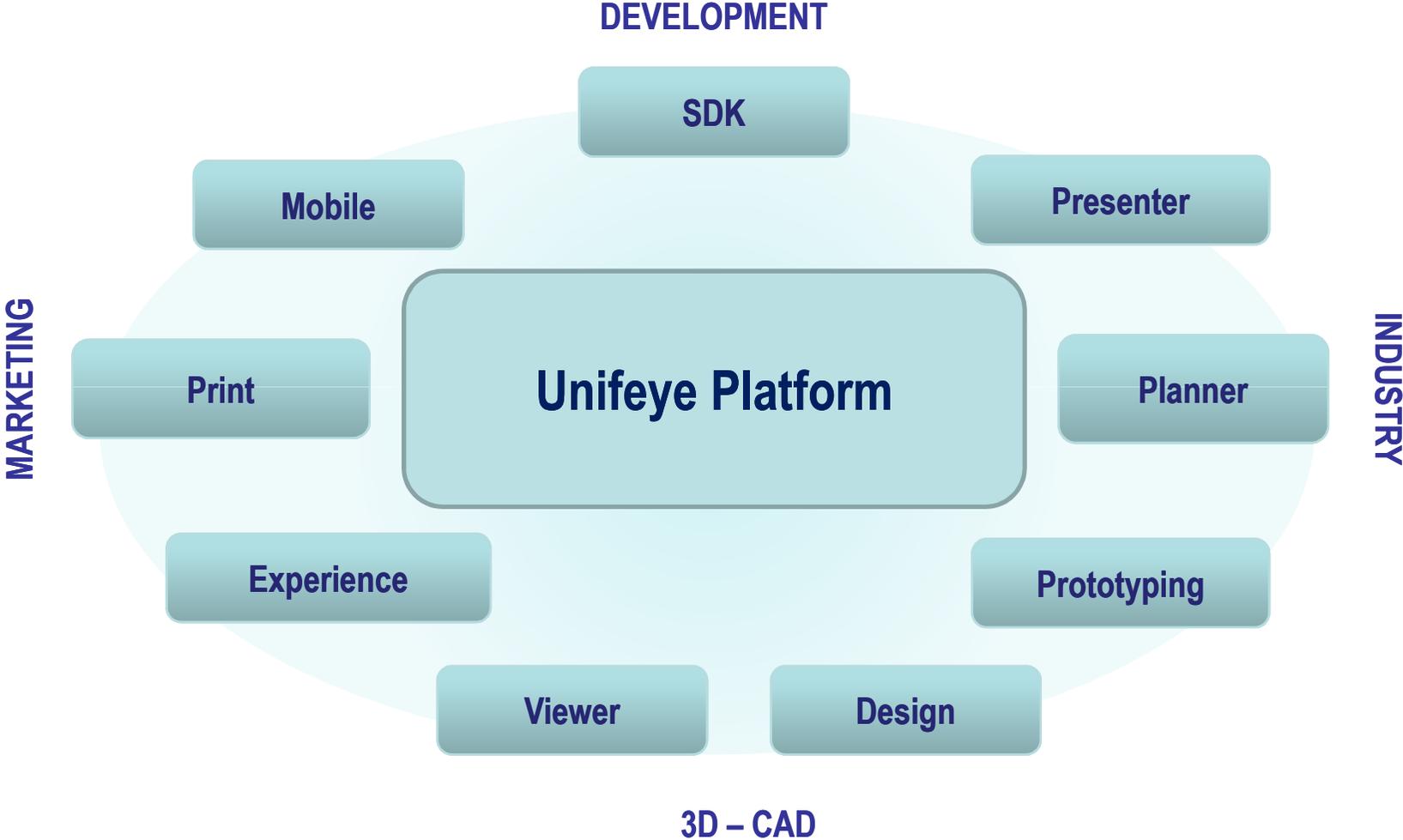


Overview

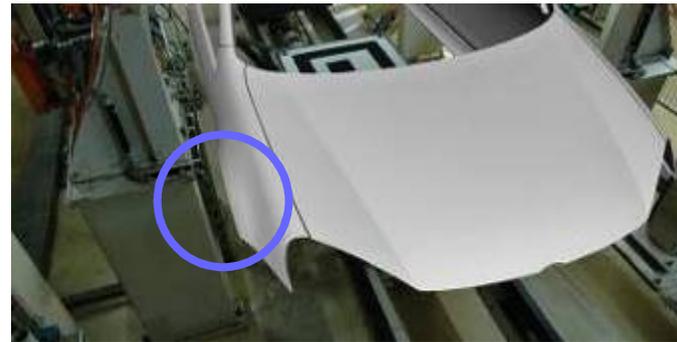


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The Unifeye Platform



Unifeye | Planner (Roivis)



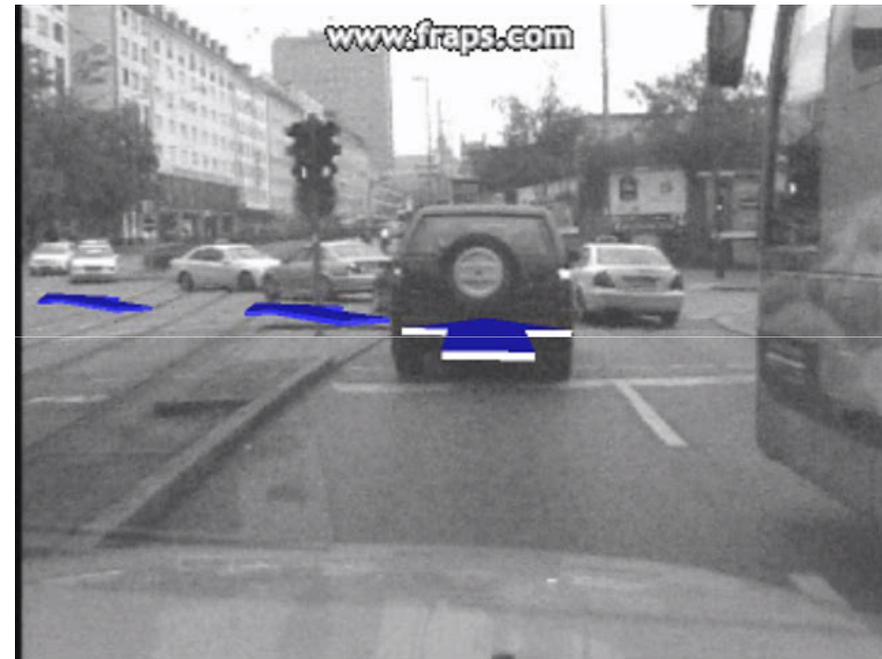
Problem: *Which investment* is needed to build a new car in the **current factory layout**?

Solution: Identification of potential problems already at the design-stage by checking for collision between 3D-car model and real factory environment (see pictures)

Result: Time and Cost savings, AR-visualization improves communication for management decision

Unifeye | SDK (OEM example)

- metaio is developing Augmented Car Navigation systems with car OEM's
- metaio is involved in several research projects inside the automotive domain to identify
 - applications,
 - requirements and
 - solutions for In-Car-Augmented Reality
- metaio is seeking future OEM integrators for the Unifeye | Automotive product concept



Unifeye | Prototyping



Explore your 3D –design in reality!

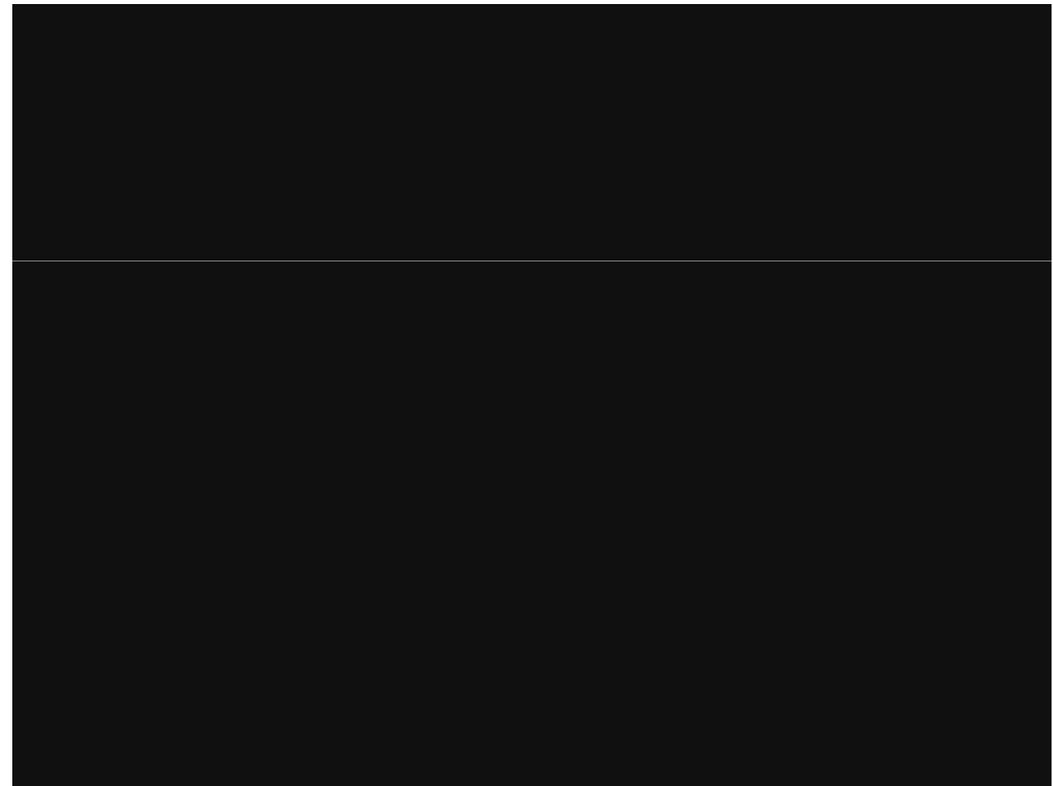


Reference customer:



Unifeye | Mobile

- Application:
 - Indoor Navigation for museums, exhibitions and theme parks
 - Enrich attractions with 3D-animation and interaction
- Application platforms
 - PC systems
 - Cell-Phones – Currently Symbian S60 supported





metaio
AUGMENTED SOLUTIONS

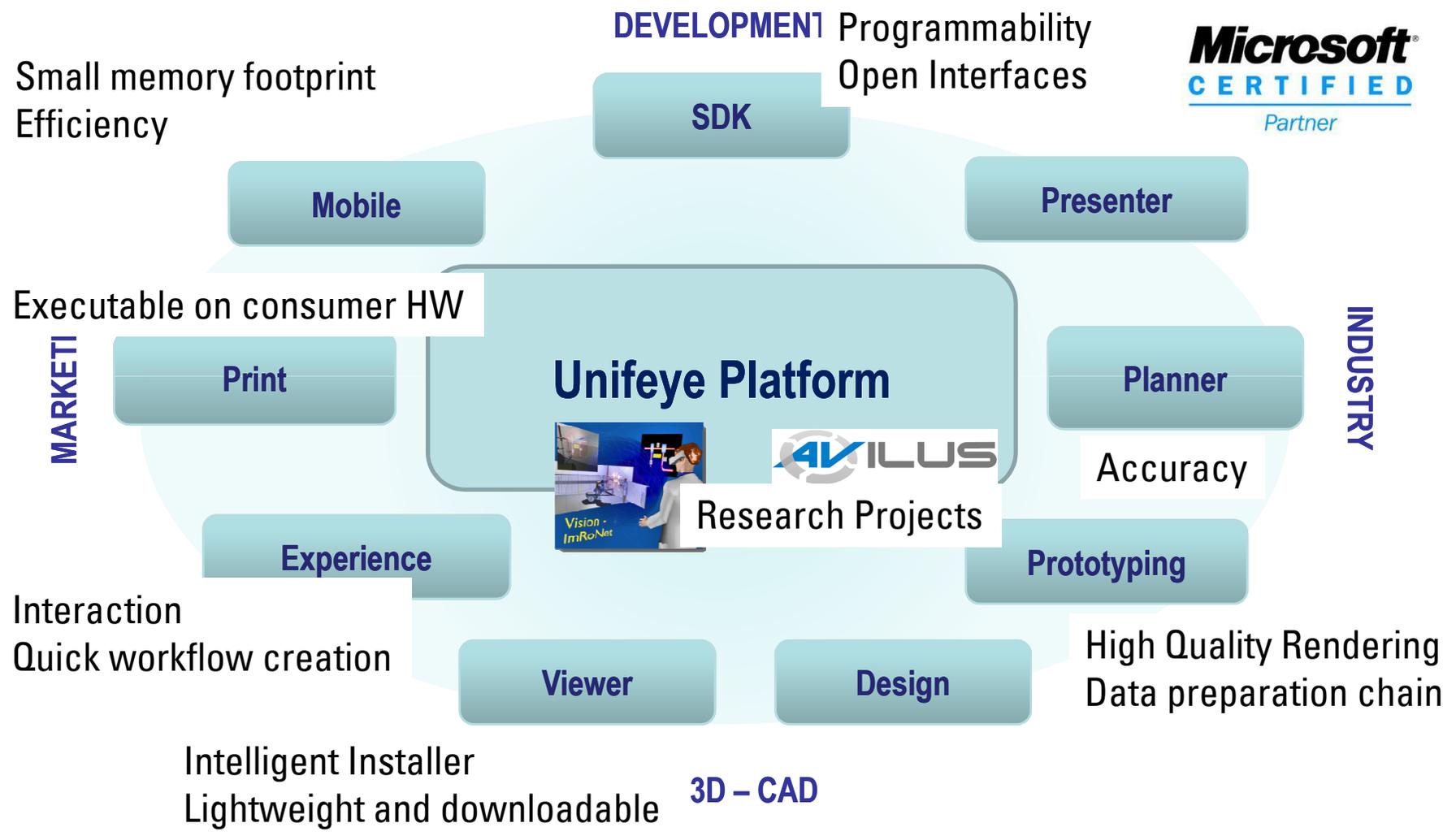


<http://www.ar-live.de>

<http://webcam.ar-live.de> (Beta! Official Release on the 29th of September)



Unifeye Platform Benefits



Overview

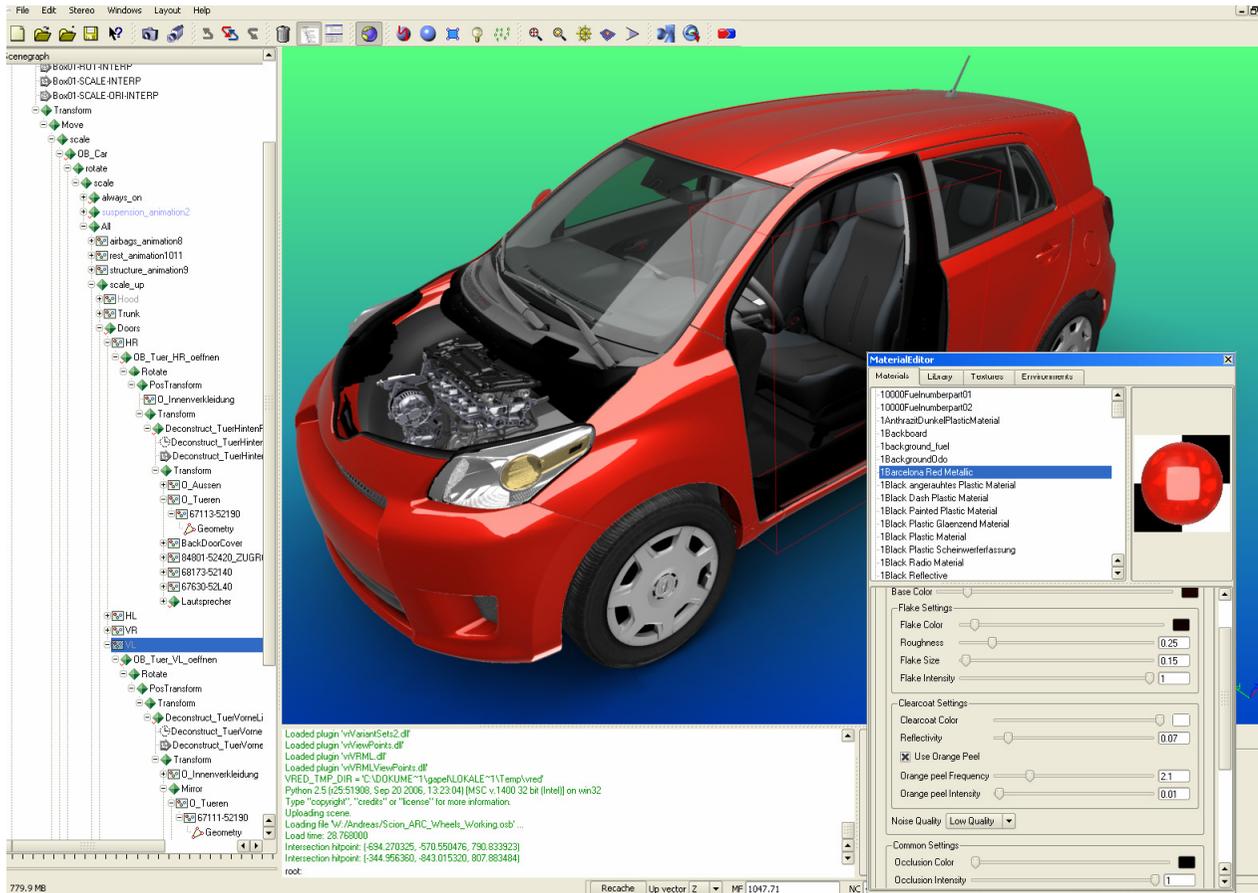


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Standard content formats

Full VRML 97 and X3D support in the professional renderer

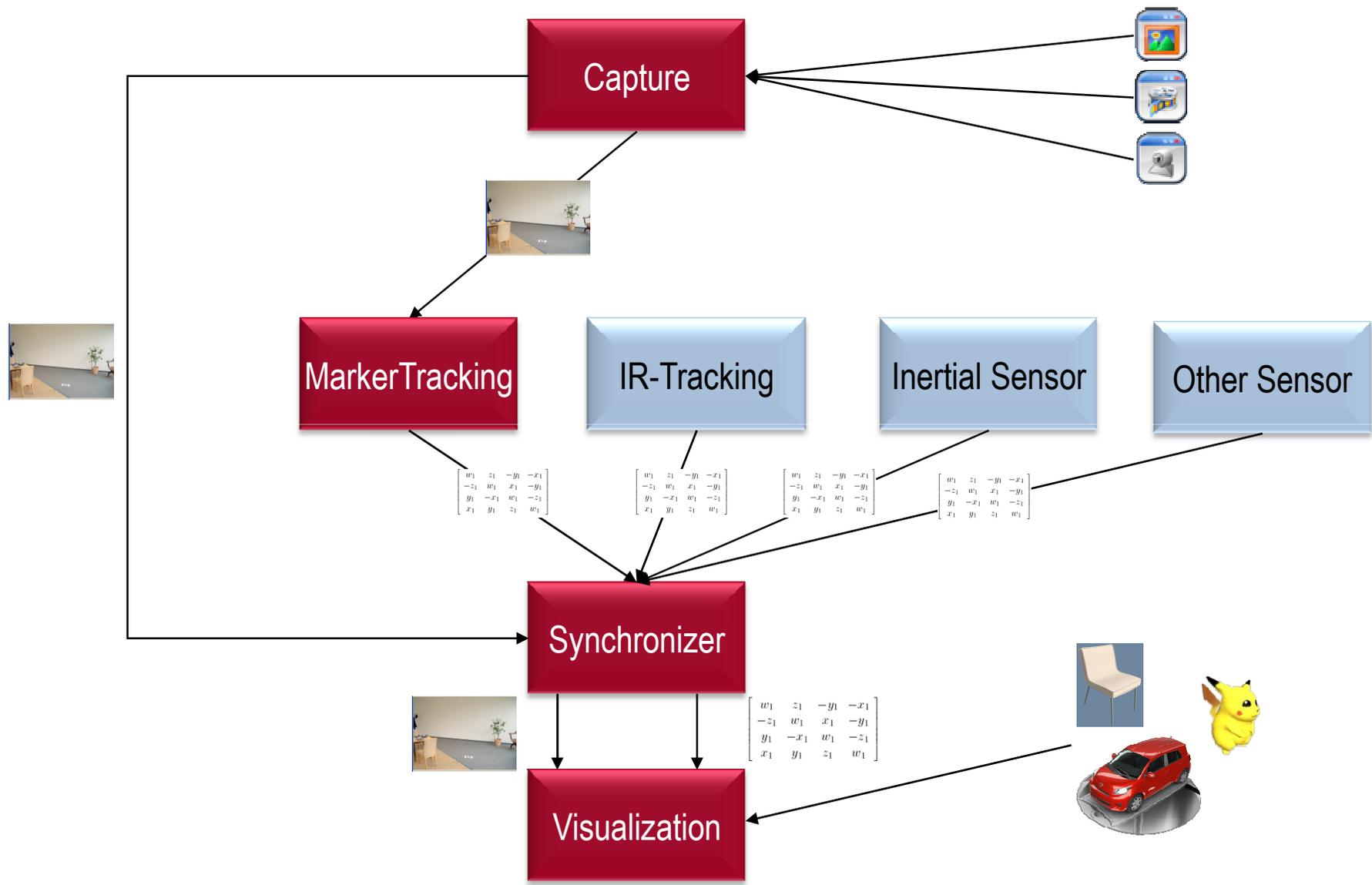
Multiple formats and a highend content preparation tool for the ultimate renderer



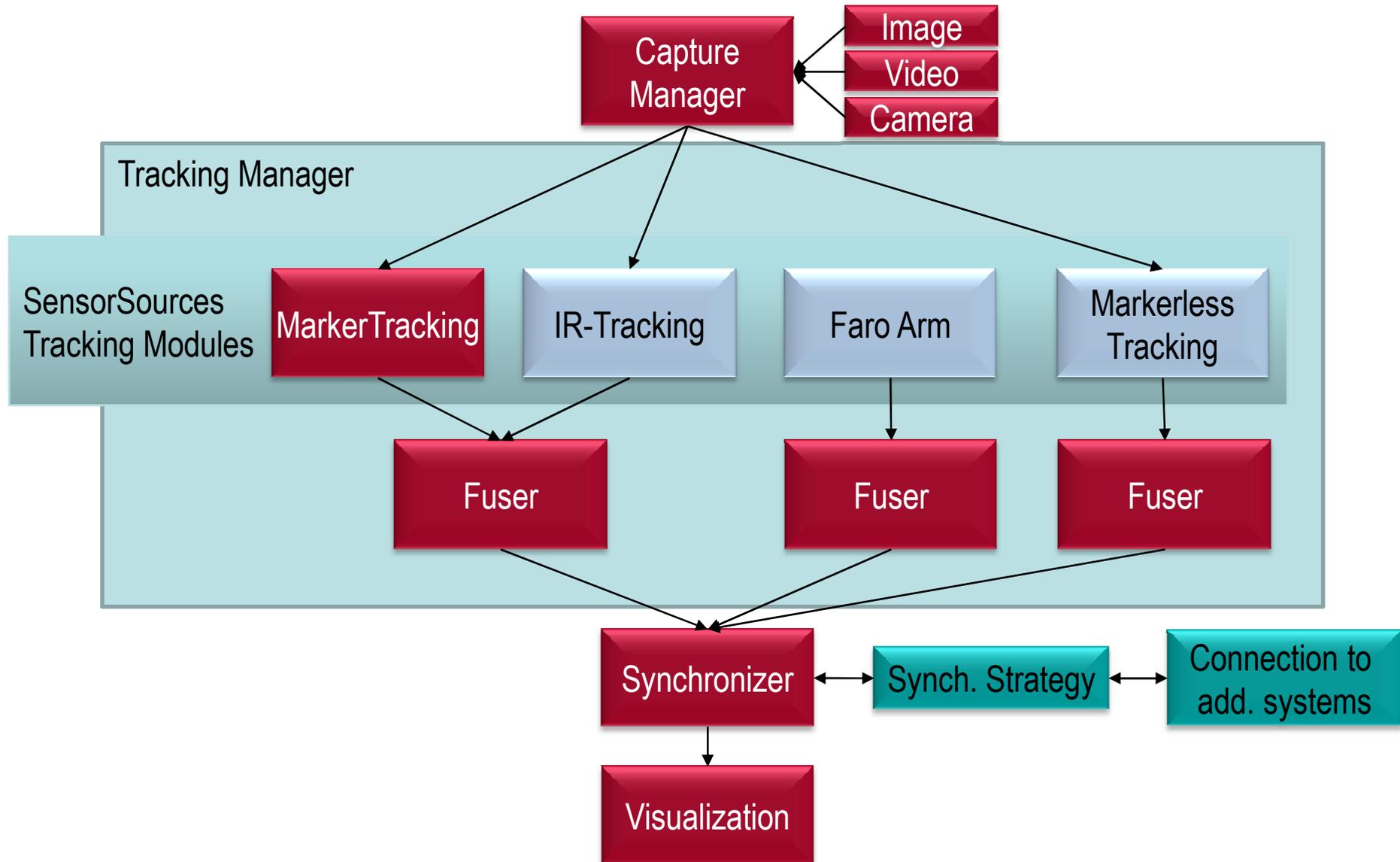
High-Level API and Graphical Programming



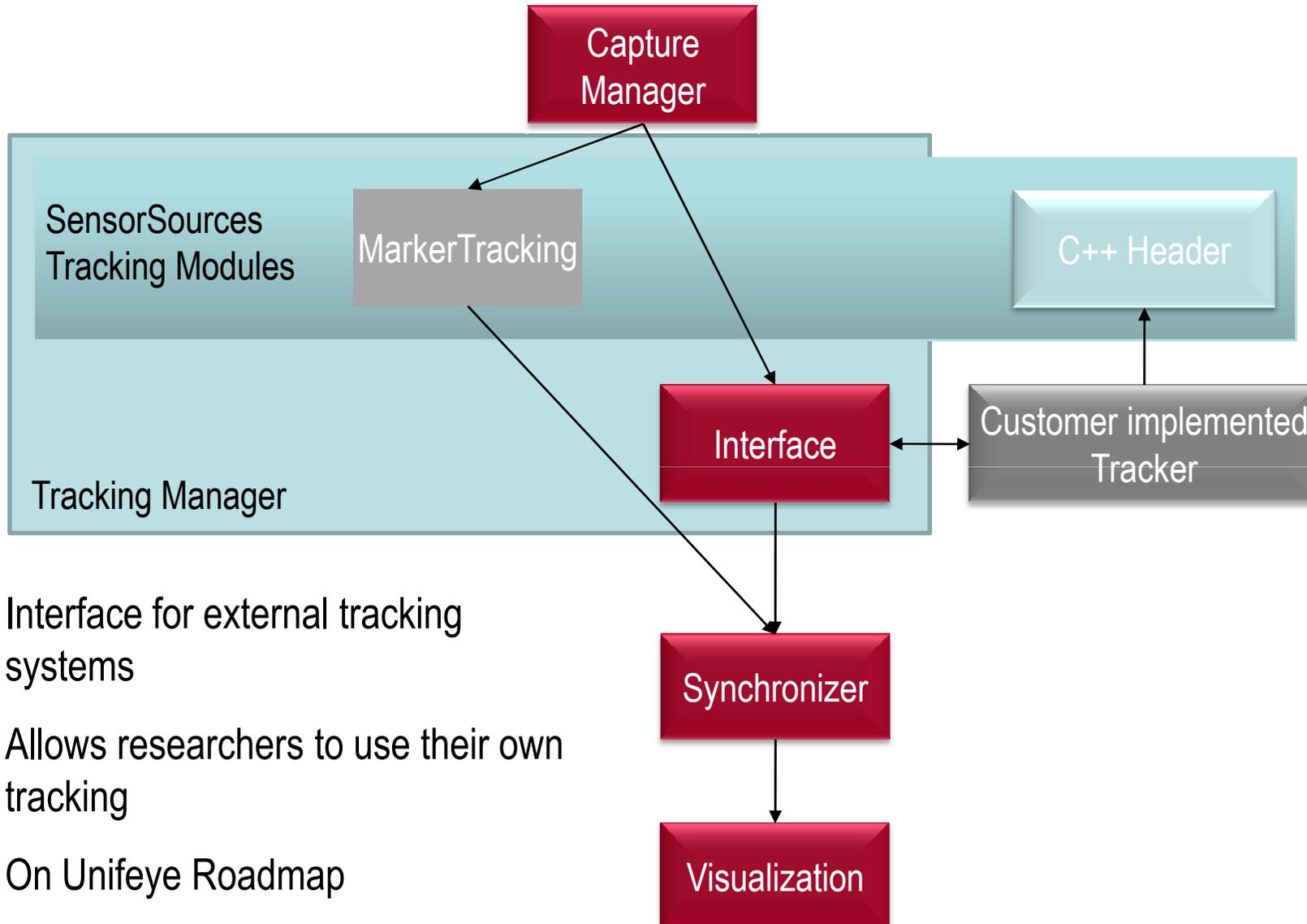
Unifeye Core components: the complete picture



Tracking Framework - Overview



Planned: Interface for external sensor



- Interface for external tracking systems
- Allows researchers to use their own tracking
- On Unifeye Roadmap

Overview



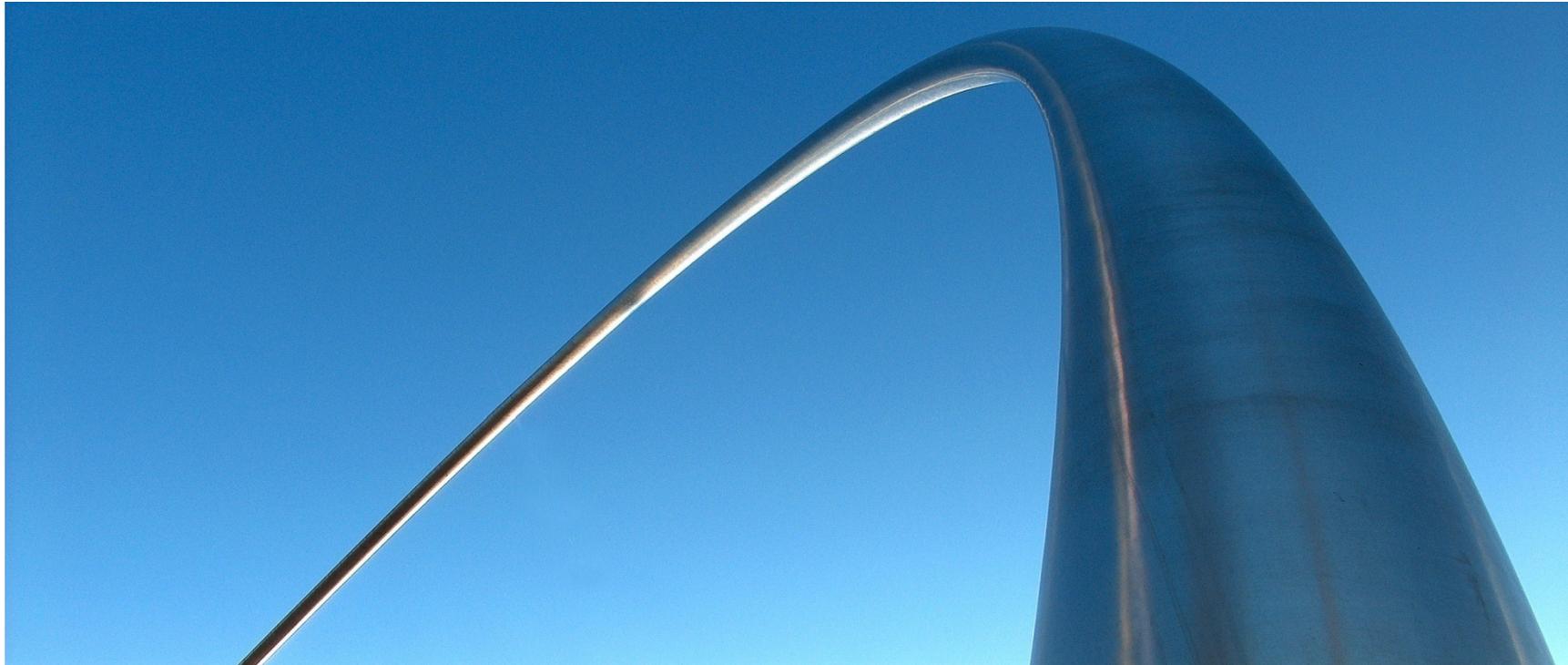
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Find out more...

- Ismar Tracking Contest
 - „An Augmented Reality Museum Guide“, paper by DNP, Louvre and metaio
 - Museum exhibition demo with markerless tracking
 - Talk to metaio staff
 - Write to Info@metaio.com
 - Join the metaio partner program.
-
- Apply for a job at metaio!!! 5 open positions for developers (US or Germany)

Please contact us if you need more information.

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