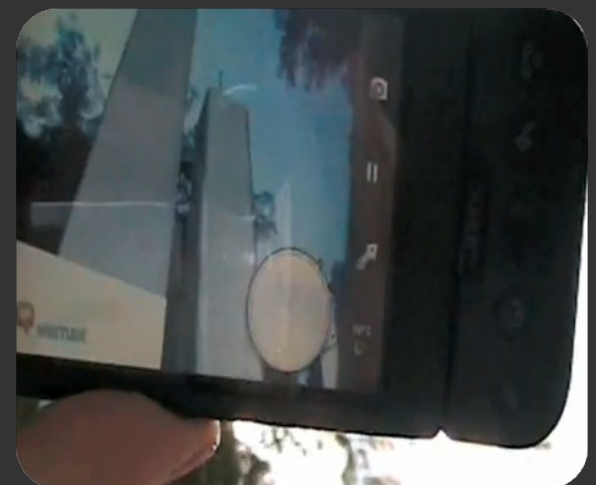




# BROWSE THE WORLD

Augmented Live and Work  
Berlin  
February 3<sup>rd</sup>, 2010

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# Wikitudo Facts

- 350.000 downloads (Android, iPhone, Nokia)
- Available on
  - Android (v 1.5 or higher)
  - iPhone 3GS
  - Symbian (N97, N97 mini, more devices in pipeline)
- 1.5 million POI requests per week



# WIKITUDE Demo

- A video is worth a thousand words ...



# WIKITUDE Worlds



- Points of interests e.g. restaurants, historical Points, Flickr Images, yellow Pages, Twitter messages, Youtube Videos ... displayed as Worlds on screen
- More than of these 36 Worlds so far, growing each day
- User-generated Content (User can upload Worlds)






# Goals of WIKITUDE 4

- A lot of **KML** content available for Wikitude
- Communities can create content via well known **Google Earth** interface
- Simple customisation options - **icon and logo**
- Wikitude **grid search** finds relevant information around your current location
- Display **real-time** information like Twitter
- Wikitude becomes mobile AR **browser for everyday use**
- Major role to achieve these goals: **ARML**



# How to contribute content ...

Let's try it out - <http://www.mobilizy.com/enadd-overlay-ar>

**WIKITUDE**.me  
GEO-TAG THE WORLD

English German

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### Add individual Points via Google Maps

Wikitude is a mobile augmented reality (AR) browser that displays points of interest (POIs) on top of the phone's camera view.

Via this Google Maps interface you can easily add individual points.

[Goto Google Maps Interface](#)

### Bulk Upload of Points (KML/ARML)

If you have a collection of points of interest (POIs) and want to upload them as a branded overlay including custom icons and logos you should upload a file in Google Earth format (KML or ARML).

KML is the native Google Earth format. Content can be easily created in and exported directly from Google Earth. Additionally you can brand your content with a custom icon (32x32 transparent PNG) and logo (96x96 transparent PNG).

ARML is an extension to KML with some augmented reality specific features

You can find [Documentation](#) and tutorials about adding content to Wikitude at [mobilizy.com/addcontent](http://mobilizy.com/addcontent).

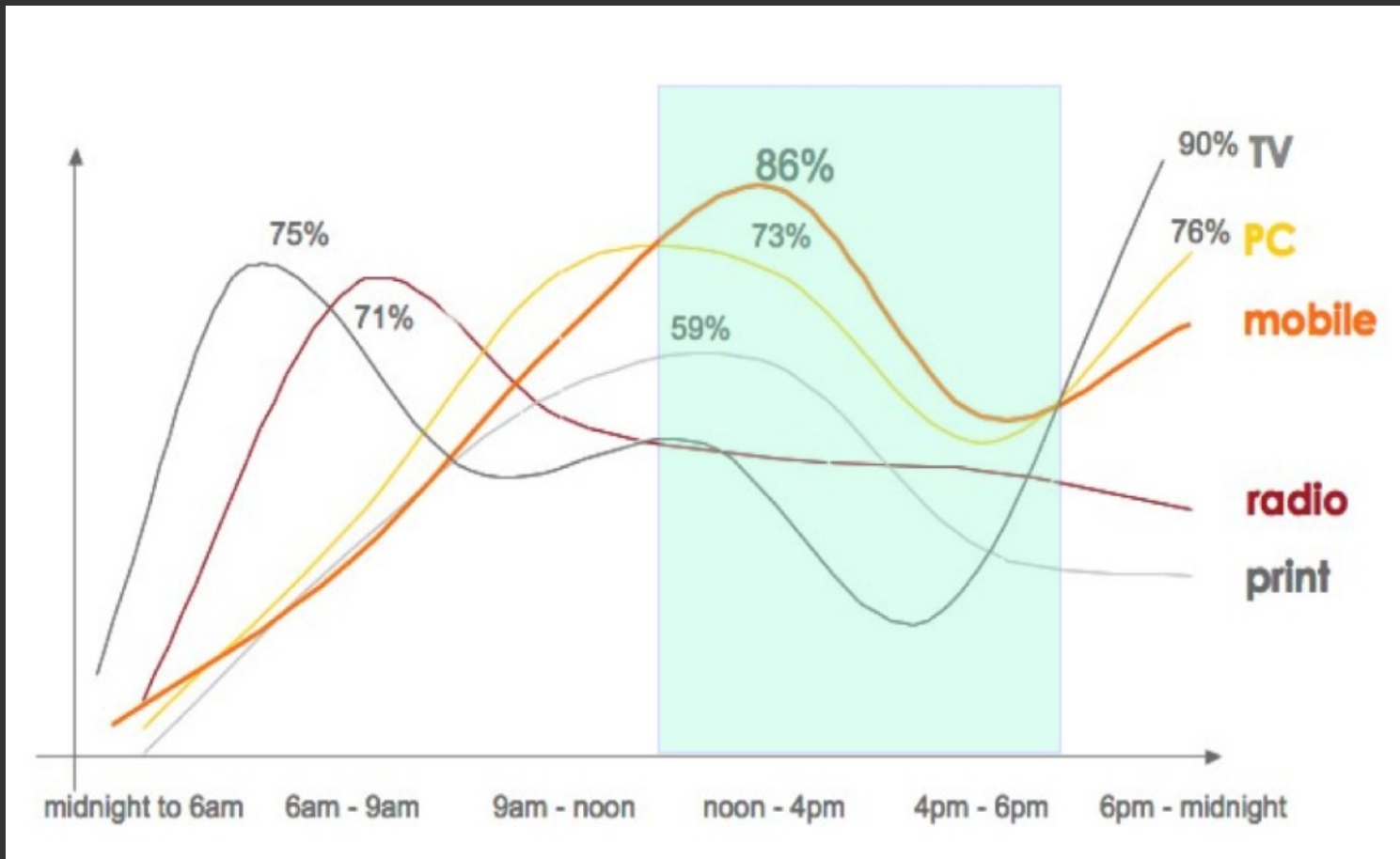
Simply log in with your Twitter, Facebook, Google or Yahoo account.

[Upload KML File](#)

[Upload ARML File](#)

**Difference between KML and ARML:** With ARML you have additional control over your data displayed, for instance add individual website links, phone numbers, addresses to each point of interest.

# (AR) Hype – Why?





Thank you!

Company URL: <http://www.mobilizy.com/>

Product/Brand URL: <http://www.wikitude.org/>