



Augmented Reality in iOS: Travel industry



1997

Screenshots: AR Dragon App
Tamagotchi in 2017

Difference between VR and AR: re-purposing “physical reality”

One letter difference = yet so far away from each other

VR

Features

- Creation of an actual world, not just some contents of it
- Hypothetically, users cannot tell the difference between what is virtual and what is real
- Some sort of VR headset is required
- Users are “transported” into a new world

AR

Features

- Images are created using applications that mixes virtual content and real life contents together
- Users are able to distinguish between the two
- No AR headset is required
- Users remain in the real world

Mass-market ARKit: "cyber-physical"



Thank You for the privilege! Who is this guy? (Apple Watch Intro)

20 year track record in a 20 year old industry, obsessed with numbers



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Mixing "real" & digital: develop something entirely new

An amazing way to explore destinations, locations, physical "anything"



A live, direct or indirect view of a real-world environment, whose elements are "augmented" by computer-generated sensory input: sound, video, graphics or GPS data.

A new dimension of reality for mass market use?

Digital becomes "real" for our senses



iOS 11 ARKit:

Apps go beyond the screen, freeing them to interact with the real world.

100 Million+ users in 3 weeks: overtook iOS 10 in 3 weeks



Almost half Mobile Developers incorporate it already

The majority of the rest is testing it as we speak



Apple machines: **iPhone 5S, iPad Mini 2, Ipod Touch 6th gen or later**

In 2006: 2 million mobile developers.

In 10 yrs: **12 million mobile developers.**

Incorporated into apps: **44%**

Testing: **30%** in pilots

Where is the AR money? Games: 62% of revenue

Games account for over half of the 3M+ ARKit-powered app downloads

Free	
1	 AR Dragon
2	 Zombie Gunship Revenant
3	 AR Sports Basketball
4	 IKEA Place
5	 AR MeasureKit
6	 Drive Ahead! Minigolf
7	 GIPHY World
8	 AR Runner
9	 Paint Space AR
10	 Housecraft

Paid	
1	 TapMeasure
2	 The Machines
3	 Monster Park - Dino World
4	 My Very Hungry Caterpillar
5	 Follow Me Dragon
6	 ARise
7	 Conduct AR!
8	 AMON
9	 Mammoth Mini Golf AR
10	 Insight Heart

Grossing	
1	 The Machines
2	 Monster Park - Dino World
3	 Zombie Gunship Revenant
4	 AR MeasureKit
5	 AR Dragon
6	 My Very Hungry Caterpillar
7	 Conduct AR!
8	 ARise
9	 Follow Me Dragon
10	 Fitness AR

Based on estimated downloads and revenue for September 19 through October 10, 2017

Get your mascot / spirit animal!

New Animojis Are fun and functional (innovating text messages)



The Animoji program tracks 50+ facial motions -- real time.

Select Animoji – record a message - It plays it back along with the emoji.

Sent and opened as text: fun

Marketing potential: ground level -- it is going mainstream now!

“Camera media will be bigger than TV”

- Promote your destination by “virtual walk-throughs”.
- Interactive Call to Actions (treasure hunt “find and get discount”).
- Explore 3D products in printed catalogs (Souvenir shops, room service, spa/beauty products).



The future of AR: you can be cutting edge at low cost

AR glasses: we are not there yet (Snap Spectacles will include it)

“The technology itself doesn’t exist to do that in a quality way. ” (Tim Cook)

(Still baby steps, just like 3D printing)



Just like the “plastic food samples”: signature dish for your region!

ARKit in Food ordering



ARKit in Action for any of your stakeholders / partners

Examples of creative uses ...



ARKit: create your "game theme" for a visitor center

The fun part..

