

**Original:**

Augmented Reality is BIG news. With smart phone becoming the norm and the power of visual discovery becoming a very real marketing proposition the industry is growing and growing. Such Augmented Reality technology is the next step up from QR codes, which give basic information and allow you to access mobile websites by scanning them. AR platforms, like ours at Company B, work in a much deeper way and are therefore expected to generate 1.4bn downloads by 2015, with the market for AR forecasted to be worth as much as \$350m by 2014 in the US alone. Whilst staggeringly, if you consider the whole world and the whole of the augmented reality industry some forecasters are predicting that the augmented reality market will be worth \$600 billion by 2016.

This Augmented Reality technology whilst still in its infancy, they say, will drive innovation within the gaming, medical, mobile, automotive and manufacturing markets. As well as the brand led interactions of marketing and advertising.

Whether or not the amounts are correct to the last dollar or whether the industry is maturing rapidly out of infancy into a deeper more stable ground there is no argument that augmented reality with the underpinnings of mobile, geo location and social networks bring a whole new opportunity for marketers.

Into this landscape we introduce a platform which instantaneously converts anything in the real world into an interactive experience made for mobile phones, interactive with social media and customisable by geo location.

**Edited:**

Augmented reality is *big* news. With smartphones becoming the norm and the power of visual discovery becoming a very real marketing element, the industry is growing and growing. Such augmented reality technology is the next step up from QR codes, scannable imprints that allow users to access mobile websites for basic information. AR platforms, like ours at Company B, work in a much deeper way and are therefore expected to generate 1.4 billion downloads by 2015, with the market for AR forecasted to be worth as much as \$350 million by 2014 in the US alone. Some forecasters, taking into account the whole of the augmented reality industry on a global scale, predict that the market will be worth a staggering \$600 billion by 2016.

The forecasts suggest that this augmented reality technology, whilst still in its infancy, will drive innovation within the gaming, medical, mobile, automotive and manufacturing markets, as well as in brand-led interactive marketing and advertising.

Whether or not the estimates are correct to the last dollar or whether the industry is maturing rapidly out of its early period toward deeper, more stable ground, there is no argument that augmented reality, with the underpinnings of mobile geolocation and social networks, brings a whole new opportunity for marketers.

Into this landscape we introduce a platform that instantaneously converts anything in the real world into an interactive experience for mobile phones and social media, all of it customisable by geolocation.