Release of an AR Platform Application for Android Smart Phone, ARAPPLI .
New interface with new 3D rendering engine enables
more effective and precise expression!

On April 1st, arara inc. (Minatoku Tokyo・CEO Yosuke Iwai) released an AR platform application called, ARAPPLI, for Android devices in addition to iPhone version.
Now, the application can be used with most of smart phones.

ARAPPLI is a smart phone application that makes the best use of the AR technology.
As a trigger, ARAPPLI uses QRAR to download rich AR contents such as, movies, 3DCGs, and animations.
That enables this vision base platform service, ARAPPLI, to develop AR contents infinitely with just one application.

To enjoy the services of ARAPPLI, smart phone users only need to download this application once and read uniquely published QRAR with the embedded camera on smart phones.

iPhone version is also updated to follow the Android version release.
Not only that, icons and interfaces for ARAPPLI become new and cool with black and yellow base design.
Buttons that navigate to each function are gathered at terminal page for the better user accessibility.

3DCG rendering engine is also one of the main updates included.
The new engine can express richer 3DCG animations on the application.

new icon

App Store
Android Market > Q Search > ARAPPLI

Supported Devices and OS

● iPhone3GS, iPhone 4 and iPod touch

iOS4.1 or later is supported

*iPhone3GS may not be able to synchronize sound and animation, so iPhone 4 is recommended.

*iPhone3GS does not have any problems other than the synchronization problem

*iPod touch has to be 4th generation iPod touch which has an embedded camera

● Android

Android 2.2 or later is supported

Android Tablets are not fully supported yet

The features of new 3DCG rendering engine!

* Motion Blend

 Support editing different motions of animations. Different motions can be switched smoothly and automatically

* Morphing

Mix different shapes of models, so it can transform one to another smoothly

* Projection Shadow

 The shadow of an object is projected to another object to express real shadow.

* Bump Mapping

 Simulate bumps of an object by calculating the shadow using textures of the object

* Particle

 Express physical phenomenon and special effects of particles

Terminal Page

QRAR Scan

AR Representation
 (A Banner Shown Below)

[arara inc.]

October, 2010 establishment. We develop originally and offers the platform which can utilize AR (Augmented Reality) technology. The application for smart phones "ARAPPLI" which realized AR simply with QR code in December, 2010 is announced. Subsidiary wholly owned by repica inc.

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