



From April 11th, using the smart phone application, “ARAPPLI”, various artists send messages for the victims of the earthquake in Japan with AR content.

We are really sorry for the people who lost their lives or lost their family in the earthquake on March 11th in Japan. Moreover, we are hoping for the life in stricken area will get better soon.

From April 11th, arara inc. started distributing an AR content, “Act For Japan”, through smart phone application “ARAPPLI” to help out Tohoku, the stricken area of the earthquake happened recently.

In “Act For Japan”, 15 art works from various artists such as TV entertainer, “Naomi Matsushima”, are displayed with a BGM composed and written by Mariko Sagoi. At the end of the AR content, a paper crane is expressed lively to wish for the best of Japan.

This content is successfully put into practice with the cooperation of artists who felt sorrow deeply in their heart. They express the messages in their art works and hope that they can ease the people’s anguish at the stricken area.

We are wishing that this content will somehow help or cheer up the victims.

All the art works are provided for free from artists and arara inc. will donate ten yen for every one download to raise the fund for the stricken area until the end of May.

Smart phones, such as iPhone and Android, with “ARAPPLI” can display the content by reading any QR code. Other than that, from the scan mode, users can input a code, “japan”, to download the AR contents. That enables the people from overseas where people might not have access to QR codes to download the AR content.

※When the banner on the display is touched, a fund raising site hosted by CIVIC FORCE will be shown.



QRAR Mark



Displayed AR

- The artists who subscribed with this project provided the art works for free

Kazuhiro Tanda / Photographer

Yasushi Toryu / Visual Artist

MARSAS SOUND MACHINE tocco / Musician

Yuka Wada / Visual Artist

Chikage Kagatani / Painter

Syuhei Kaji / Visual Artist

Syohei Kitamura / Visual Artist

Kaoru Wakasa / Visual Artist

Yasuko Sensyu / Graphic Designer

Yu Ishizaki / Graphic Designer

Mariko Sagoi / Singer Song Writer

Tamotsu Shibasaki / Graphic Designer

Kazuhiro Nakazato / Illustrator

Naomi Nakashima / TV Entertainer

Masayuki Shimizu / Graphic Designer

The order of displayed art works of AR

.

- Act For Japan AR content BGM

Composed and written by Mariko Sagoi

About AR (Augmented Reality)

AR is a technology and the images that blended virtual graphics onto a physical reality. In particular, ARAPPLI utilized AR called vision based type-AR which overlays a virtual graphics image on a physical reality through the camera.

About ARAPPLI

It is a vision base type AR platform service which downloads rich AR contents, such as movies, 3DCGs, and animations using a QRAR code as a trigger. It can develop AR contents infinitely by downloading one application once. Free offer is made as a smart phone application.

[arara inc.]

Founded in October 2010. We develop and offer the platform which can utilize AR (Augmented Reality) technology. In December 2010, we announced the application for smart phones "ARAPPLI" which realizes AR simply with QR code. Subsidiary wholly owned by replica inc.

<http://www.arara.co.jp/>

[Inquiry about this release]

arara inc.

TEL: +81 3 6692 1006 Contact/Katori

E-Mail katori@arara.co.jp

* iPhone is a trademark of Apple Inc. The iPhone trademark is used based on the license of AIPHONE CO., Ltd.

* Android is a trademark of Google Inc.

* 「ARAPPLI」 only supports iPhone · iPod touch with iOS4.1or later, and Android 2.2 or later