



**“ARAPPLI” is used in “GLOW presents Premium Beauty Salon”, the event of the best-selling magazine in Japan, “GLOW” published by TAKARAJIMASYA inc. AR service that participants can become the model of the front page of “GLOW” is provided.**

On April 17<sup>th</sup>, arara inc.(Minato-ku, Tokyo) promoted an AR content using a smart phone application, “ARAPPLI”, at “GLOW presents Premium Beauty Salon” hosted by TAKARAJIMASHA inc. (Chiyoda-ku, Tokyo).

The event is held at Ebisu The Garden Hall(Ebisu, Tokyo) and 500 people are invited and enjoyed the event of beauty which had hair styling done by popular stylists, photo shooting done by professional photographer and more.

“ARAPPLI” is a smart phone application that makes best use of AR technology. The AR content used in the event is downloaded by reading a QR code and the words used on the front page of last issue appear on the display with double-tap. By capturing through “ARAPPLI”, the front page of “GLOW” is reproduced by setting participants a model. The captured image can be saved in the smart phone, and a service to print the image is also provided at the event. On the day of the event, just after the opening, there was a long line of people waiting to capture an image with the AR. Moreover, people endlessly came to the booth until the end. Since the procedure is easy and quick, as a success, more than 300 people visited the booth.

What is “GLOW”?

A magazine first published on October 28<sup>th</sup>, 2010 from TAKARAJIMASYA inc. for women around the age of 40. The name “GLOW” comes from “brightness” which forties most importantly need. Fashion and beauty as the biggest theme, information such as the best obscure products of brand shops or the newest information about cosmetics are published.



How the photo was captured



Printed photo

## 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.

### How to use ARAPPLI

- (1) Download ARAPPLI at "App Store" for iPhone or "Android Market" for Android
- (2) Start ARAPPLI and capture a QRAR mark, and then the application automatically downloads AR contents.
- (3) When a camera is held up to a black frame, AR contents will appear.
- (4) Since AR contents are downloaded already and are saved at a collection folder, they can appear with a double-tap and can change a size with pinch in / pinch out.

(1)ARAPPLI icon



(2)QRAR mark



(3)AR contents will appear



## [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.

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\* 「ARAPPLI」 only supports iPhone・iPod touch with iOS4.1or later、 and Android 2.2 or later