



**On the Mariko Sagoi's new single, "Omoiha Dokoe Ikudarou",
an AR content that uses "ARAPPLI" is provided. Mariko Sagoi sends a message through AR.**

On April 20th, the AR content that uses the smart phone AR application, "ARAPPLI", which is developed by arara inc. is used on the Mariko Sagoi's new single, "Omoiha Dokoe Ikudarou".

Mariko Sagoi is a singer-songwriter who was born in Shiga and working across Japan mainly in the west. At the back of the new single CD jacket, a QRAR mark is provided and by reading it using smart phone with "ARAPPLI", Mariko Sagoi shows up on the display as an AR.

Mariko Sagoi sends a message to fans and talks about the new single in AR. Not only listening to the message, the passion toward the single can be recognized from her face and atmosphere on AR which fans should not miss. The AR can be replayed from "Collection" mode of "ARAPPLI", so the fans can watch the AR at anytime and anywhere they like.

ARAPPLI is a smart phone application that makes the best use of AR technology. 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.

arara inc. is aiming for the company which provides various services with AR by developing the AR application "ARAPPLI" through the cooperation of consortium which expertize in the fields such as AR technology, 3DCG, and communication planning ability.

Who is Mariko Sagoi?

On April 2005, she debuted as a singer-songwriter. She was born in Shiga and works across Japan, mainly the places such as Shiga and Osaka. The fifth single "Omoiha Dokoe Ikudarou" has been on sale from April 20th and she also works in the wide areas like drama and magazine model. She provided a song free of charge in "Act For Japan" AR provided from arara inc.



『Omoiwa Dokoe Ikudarou』
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Displayed AR
on QRAR



Capture AR on hands
(Sagoi Mariko herself)

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