



Smart phone AR platform application “ARAPPLI” version 2.0 is released!
“PUSH” feature and “Market” feature are added and users can enjoy various AR contents easily

arara inc. (Minato-ku, Tokyo/CEO Yosuke Iwai) announces that smart phone AR platform application “ARAPPLI” version 2.0 is released.

■New Feature of Version 2.0

(1) “PUSH” Feature

According to time and user information, messages are automatically sent to “ARAPPLI” of each individual or “ARAPPLI” automatically download contents sent from the server. Moreover, whenever GPS is enabled, the special contents of the surroundings can be sent.

(2) “Market” Feature

Freely downloadable contents are displayed on the screen. Users can experience AR easily at any time. As examples, famous characters’ AR contents can be sold or creators can publish their ideas in the “Market”.

(3) Easy Upload to “mixi”

Addition to “facebook” and “twitter”, “mixi”, the Japanese SNS website, is now available for upload selection. This can help to have more effect in the viral marketing process using social networks.

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.

Smart phone users only have to download “ARAPPLI” once and read uniquely published QRAR with the embedded camera on smart phones.

arara inc. is promoting our AR application for smart phone, “ARAPPLI”, and we aim to bring AR closer to everyone’s everyday life by providing various services with AR.

※Version 2.0 is on Apple App Store from the week starts from May 16th



New Interface



Market Feature Display

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 the 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.

Subsidiary wholly owned by replica inc.

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