

## Press Release

### **AR Application "ARAPPLI" Updated with Image Recognition Function Equipped Enables to Show AR Contents "without Markers"**

~Moving Designs?! Adopted by "Carre D'or", in Their Product Catalog for Hair Salons~

arara, Inc. (CEO: Yosuke Iwai, HQ: Minato-ku, Tokyo) is pleased to announce that our AR application ARAPPLI developed with our unique technology has been updated with an added new feature of "markerless image recognition function".

#### **■No Need for AR Markers! Enabled Appearance of AR "without Markers"!**

The update enables to show AR contents without reading AR markers (black framed square markers) which was necessary for using AR contents in the conventional "ARAPPLI". By introducing the image recognition technology, it is now possible to recognize any pre-registered image and show AR contents that are associated to the image.

#### **■Easy AR Promotion with Image Recognition**

By introducing this technology, it is now possible to show AR while securing the existing design. Normally, when conducting an AR promotion, it was necessary to revise the layout of printed materials such as production package or magazines in order to add the AR marker. However, the image recognition saves this kind of trouble making it possible to conduct AR promotion more easily.

Also, because it shows AR contents from a markerless situation, it can communicate increased fun and surprise directly to the users.

(Reference image) Conventional marker type needed to show AR marker at the bottom as can be seen in the leaflet to the right.



#### **■Product Catalog for Hair Salons Adopted ! Appeal Products by Using Image Recognition AR**

Piacelabo, a group company of Mandom has newly established a styling brand "Carre D'or" exclusive for hair salons. They will launch a hair care product "Carre D'oor powder styling series" on 28 Jan 2013, which realizes the ideal "shape" x "texture" x "sustainability" by using 2 types of powder.

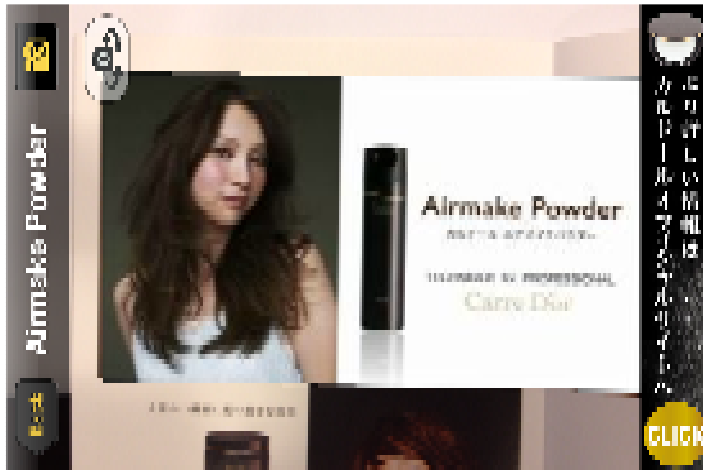


For the launch of this product, Piacelabo created a product introductory catalog for

## Press Release

hair salons. This catalog uses image recognition AR, and when you scan the designated page with "ARAPPLI", introduction movie for that particular product will start showing. The highlight is the expression only made possible by markerless AR, which almost look as if the image on the catalog has started to move.

### ■About "Carre D'or" product introductory catalog AR



※The image of markerless catalog

- Cover page

Movie contents: Message from Mr.CHIKA from development supporting salon (artifate)

- First spread

Movie contents: Brand image movie expressing the worldview of the brand "Carre D'or"

- Second spread

Movie contents: Product explanation movie for the Carre D'or product "Pressed Powder"

- Third spread, left upper side

Movie contents: Product explanation movie for the Carre D'or product "Airmake Powder"

- Third spread, left lower side

Movie contents: Product explanation movie for the Carre D'or product "Wax Powder hard make"

- Third spread, right upper side

Movie contents: Product explanation movie for the Carre D'or product "Wax Powder move make"

- Third spread, right lower side

Movie contents: Product explanation movie for the Carre D'or product "Wax Powder mellow make"

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### ■About arara, Inc.

arara, Inc. aspires to promote various services using AR to bring AR in your everyday life, with our unique AR application, ARAPPLI, for smart phones.

~ARAPPLI~

ARAPPLI is an application developed by arara, Inc. which enables you to experience various AR (augmented reality)

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