

arara Inc. released “ARAPPLI Plus” at Mobile World Congress 2013, a library that enables you to easily add AR function in your original application!

arara, Inc. (CEO: Yosuke Iwai, HQ: Minato-ku, Tokyo) is pleased to announce that we will be participating in the “Mobile World Congress 2013”, an event starting from 25 Feb at Barcelona Spain. At this event, we will release “ARAPPLI Plus”, which is a library that enables you to easily add AR function in your original application. We will start providing this product to application vendors around the world.

arara, Inc. is a developer and a provider of smart phone applications called “ARAPPLI”, which enables to show 3DCG on the display with AR, simply by reading QRAR markers.



“ARAPPLI” is an application that produces AR contents such as 3DCG etc by recognizing AR markers. In the image above, the contents is recreated by recognizing the AR markers printed on receipts.

“ARAPPLI Plus” is a product that enables application developers to easily add “ARAPPLI”'s viewer function (AR displaying function) to their original application . This was the most favored function in the delicate Japanese marketing scenes and in campaigns for major companies.

It is said that over 2 million applications exists in this world today, and to increase the number of application downloads and to make it used repeatedly by users is now a common challenge for all application developers. In order to resolve these challenges, arara will provide to the application vendors around the world this innovative product

Press Release

“ARAPPLI +” which is a world-level technology provided in steady service and is open to application in general.

The characteristic of AR campaign is to visualize “as if the 3DCG contents that does not really exist is actually there” and provide to the customer with “surprise”. By adding “entertainment feature” and “state of the art impression” to the existing application, it can turn into a more enjoyable and useful application.

■ Mobile World Congress 2013

< Date > Monday 25th Feb 2013 – Thursday 28th Feb 2013

< Location > Barcelona, Spain

< ARAPPLI booth > app planet Hall8.1 Japan pavilion

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」 Official website

<http://arappli.com>

■ 「ARAPPLI」 Download

- App Store <http://bit.ly/TfKsE7>
- Google Play <http://bit.ly/Mu4KVj>

■ Facebook (Japanese)

<http://www.facebook.com/arappli.jp>

■ Facebook (English)

<http://www.facebook.com/arappli>

■ Twitter

<https://twitter.com/ARAPPLI>

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