

Press Release

2013/02/20

“Sayumi Michishige” from Morning Musume (Japanese girls idol group) will come to your smart phone dressed as “Haloli”, a popular character from Dragon Nest! “ARAPPLI” was adopted in the special website for the TV commercial of action RPG “Dragon Nest”

arara, Inc. (CEO: Yosuke Iwai, HQ: Minato-ku, Tokyo) is pleased to announce that our AR application “ARAPPLI” was adopted in the special website for the TV commercial of “Dragon Nest”, an on-line action RPG for Windows from internet game portal “Hangame” provided by NHN Japan Inc (CEO: Ryo Morikawa, HQ Shibuya-ku, Tokyo)

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 AR markers.

【Limited time only】 Sayumi Michishige” appears on your smart phone just by holding up your smart phone over the special website!

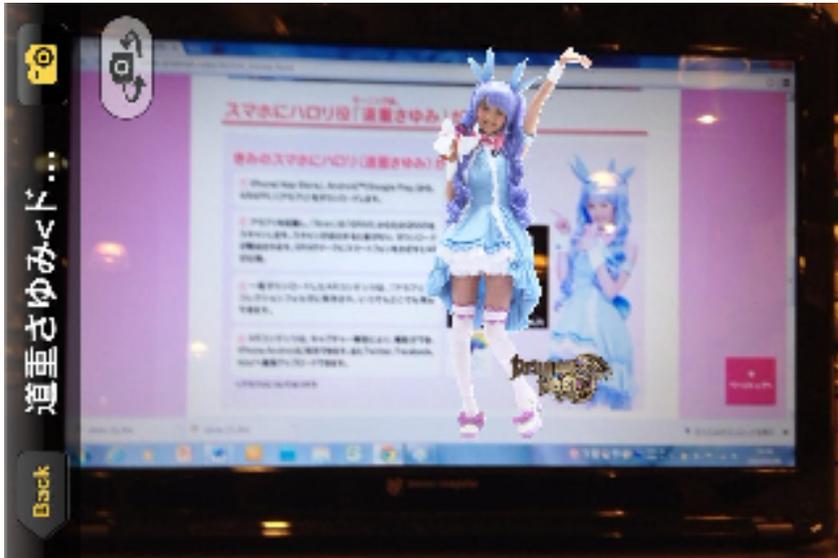


To coincide with the launch of its' TV commercial from 8th Feb (Fri) 2013, the popular online action RPG “Dragon Nest” will open a TV commercial special website using AR. On this TV commercial linked website, “Sayumi Michishige” from Morning Musume dressed as the ultimate idol “Haloli” just like in the TV commercial, will appear in 2D using AR application “ARAPPLI”!

In addition to her cute costume appearance looking as if she has just jumped out from the game, you can also enjoy with your own smart phone her signature posing and “Sayumi Michishige”'s own voice say “Lovely, cutie, pretty Haloli is so happy to see you all” as she plays the voice actress for Haloli.

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■Outline of the contents



Website : <http://static.hangame.co.jp/hangame/core/dragonnest/haloli/>

- How to enjoy 2D Haloli (Explanation on developing AR)

- ① Start up “ARAPPLI” on smart phone
- ② Read the QRAR* on website
- ③ Haloli appears on the PC display through your smart phone!

■Download “ARAPPLI”

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

※QRAR is the AR marker which is the queue to display AR. By reading this marker with the smart phone application “ARAPPLI”, the 2D Haloli (Sayumi Michishige) appears on your PC display through the smart phone.

■Enquiries

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Press Release

モーニング娘。 スマホにハロリ役「道重さゆみ」が登場!

きみのスマホにハロリ(道重さゆみ)がやってくる♡

- ① iPhone「App Store」、Android™「Google Play」から、ARAPPLI(アラプリ)をダウンロードします。
- ② アラプリを起動し、「Scan」の「QRAR」から右のQRARをスキャンします。スキャンが成功すると音がなり、ダウンロードが開始されます。QRARマークにスマートフォンをかざすとARが出現。
- ③ 一度ダウンロードしたARコンテンツは、「アラプリ」のコレクションフォルダに保存され、いつでもどこでも再生できます。
- ④ ARコンテンツは、キャプチャー機能により、撮影ができ、iPhone・Androidに保存できます。またTwitter、Facebook、mixiへ画像アップロードできます。

※アラプリについてはコチラ



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)

■Facebook (Japanese version)
<http://www.facebook.com/arappli.jp>

■Twitter
<https://twitter.com/ARAPPLI>

※ARAPPLI is registered trademark of arara, Inc.

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