

junaio
powered by: metaio





Mobile World Congress 2012

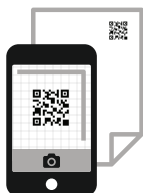
For the second year, the GSMA used junaio to augment their official print ad for the 2012 Mobile World Congress, which was published in major magazines like *Time* and *Fortune*. With junaio the ad becomes an interactive access point for information about the event, such as updated speakers and exhibitor lists.



Developer: TAB Worldmedia



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Barcelona | 27 February - 1 March 2012



REDEFINING **MOBILE**

Our industry is redefining "mobile". No longer limited only to communications, mobile is now a force transforming our world in an unprecedented way. Mobile connects, entertains, informs and inspires us, ultimately changing how we live and who we are. Mobile World Congress is the global epicentre of this redefinition as our participants enable, lead and accelerate it.

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Soccer Shoot Out



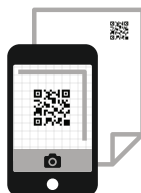
The “Soccer Shoot Out” is a game demo presenting the exciting new game possibilities with junaio. Shoot the ball and get the high score! junaio offers a complete new level of Augmented Reality experiences. Thanks to the implementation of Java Script and HTML5 or as we call it A.R.E.L. (Augmented Reality Experience Language), complex game and interaction logics can be built in to Augmented Reality experiences.



Developer: metaio GmbH



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SOCCER SHOOT OUT

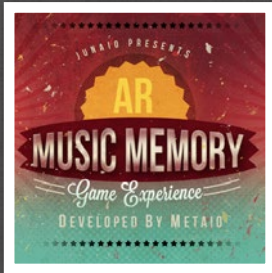
AUGMENTED REALITY GAMING



junaio
powered by metaio

Music Memory

“Music Memory” is another AR game demonstration presenting the exciting new interaction possibilities of junaio. Find more hidden musicians than you friend and win the game! junaio offers a complete new level of AR experiences. Thanks to the implementation of Java Script and HTML5 or as we call it A.R.E.L. (Augmented Reality Experience Language), complex game and interaction logics can be built in to Augmented Reality experiences.



Developer: metaio GmbH



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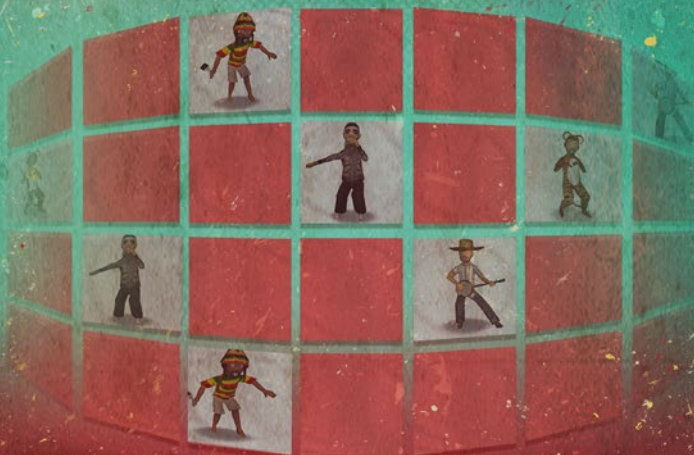
JUNAIO PRESENTS

AR

MUSIC MEMORY

Game Experience

DEVELOPED BY METAIO



Augmented

- WWW.JUNAIO.COM -

Reality



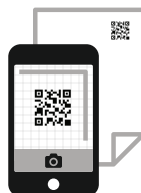
The German mobile marketing agency conVisual showcased a junaio Augmented Reality experience at their booth on the DMEXCO digital marketing expo. The channel lets you scan a billboard to display an impressive Formula 1 racing car, reorient and change model simply by tapping it.



Developer: ARWorks



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Welt der Wunder 3D

Welt der Wunder, a German science magazine with a circulation of more than 300,000 readers, augments every issue with new exciting content in junaio. On the cover of the anniversary issue 6/2012 users can see a 3D model of an entire soccer stadium brought to life with AR.



Developer: Bauer Verlag



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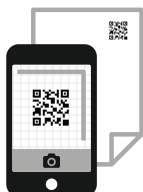
AutoBild is sold in 29 countries and has around 40 million monthly readers worldwide. Since the beginning of 2012, they add Augmented Reality to every issue. Additional information and videos tied to the content are recognized and opened in junaio. *AutoBild* is sold in 29 countries and has around 40 million monthly readers worldwide.



Developer: Axel Springer Verlag



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SCHON GEFAHREN AUDI A3



flach gemacht: Im Profil fallen der verlängerte Radstand und die niedrige Motorhaube auf - die Designer haben gute Proportionen hinzubekommen

Erste Fahrt im neuen Audi A3

Da steckt mehr drin

Von den Vorgängern hat Audi über 2,5 Millionen Exemplare verkauft. Die Erwartungen an den neuen A3 sind also hoch - unser exklusiver Fahrbericht klärt, ob der kompakte Ingolstädter sie auch erfüllt

■ **Blöß nicht täuschen lassen.** Unscheinbar steht der neue Audi A3 auf dem Parkplatz, bereit zur ersten Testfahrt. Außerlich hat sich auf den ersten Blick nicht viel verändert, kein Wunder. Mit mehr als 2,5 Millionen verkauften Exemplaren ist der kompakte Audi nach dem A4 das wichtigste Modell des Hauses. Und so bleibt das große A3 nun - vorzugsgründig Effekthascherei überlässt Audi lieber der neuen Mercedes A-Klasse. Verkehrte Welt, hieß sich gerade Daimler früher doch immer an die Design-Deine, dass „wirkliche Eleganz heißt, immer in Rufweite hinter der Mode zu bleiben“.

Aber wie genau, nicht täuschen lassen. Technisch geht Audi neue Wege. Gemeinsam mit Volkswagen haben die Ingenieure eine neue Plattform entwickelt und wollen künftig durch eine Produktion nach dem Baukastenprinzip rund 30 Prozent Kosten einsparen.

Geld, das in den neuen A3 investiert wurde. Gegenüber dem Vorgänger soll das Gewicht um bis zu 80 Kilogramm sinken. Für den von uns getesteten 1.4 TSI verspricht Audi gerade mal 1175 Kilogramm. Das wäre eine Revolution in der kostengesteuerten Kompaktklasse. Auch wenn wir es noch nicht nachver-

Geld, das in die neuen A3 investiert wurde. Gegenüber dem Vorgänger soll das Gewicht um bis zu 90 Kilogramm sinken. Für den von uns getesteten 1,4 TSI verspricht Audi gerade mal 1175 Kilogramm. Das wäre eine Revolution in der kostengesteuerten Kompaktklasse. Auch wenn wir es noch nicht nachver-

MOTOREN			
	1.4 TFSI	1.8 TFSI	2.0 TFSI
Motor type	1.80 cm³	1.84 cm³	2.04 cm³
Leistung	95 kW (130 PS)	132 kW (180 PS)	160 kW (217 PS)
Max. Dreh. / U/min	250 / 5.200	250 / 5.200	300 / 5.200
Umdreh.	200 km/h	210 km/h	230 km/h
0-100 km/h - s	12,7	10,1	8,7
Top Speed - km/h	200	210	230



Eher sportlich: Trotz guten Komforts ist der neue A3 straff abgestimmt - und macht in Kurven richtig Spaß. Gegen Aufpreis ist ein adaptives Fahrwerk lieferbar



Knappe Sache: Obwohl das Platzangebot gegenüber dem Vorgänger gewachsen ist, bleibt für Bedakteur Stefan Voowinkel (1,88 Meter) zu wenig Platz im Kopf.



Platz gemacht: Der neue A3 ist kein Raumwunder, obwohl der Kofferraum mit 365 Litern um 15 Liter angewachsen ist. Die Bank lässt sich im Verhältnis 60:60 umklappen.

Goldenpages

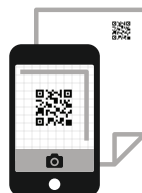
Goldenpages is a European business directory with more than 3.5 Million copies (much like the American Yellow Pages) as well as an online search assistant with existing mobile applications. With the “Goldenpages” junaio channel and app, users can play an Augmented Reality game when pointing their phone at the book cover as well as receiving special offers while playing the game.



Developer: Augmented Minds



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2011-2012

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on page 752



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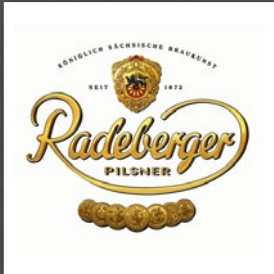
www.imagine.ie

AR



Radeberger

Radeberger chose to use junaio to augment their beer coaster seen in the majority of German restaurants to provide the user with an animated audiovisual story of the brewery. A menu appears when the phone is initially pointed at the coaster, with interactive menus that lead to other parts of the narrative.



Developer: FARR & THAMM



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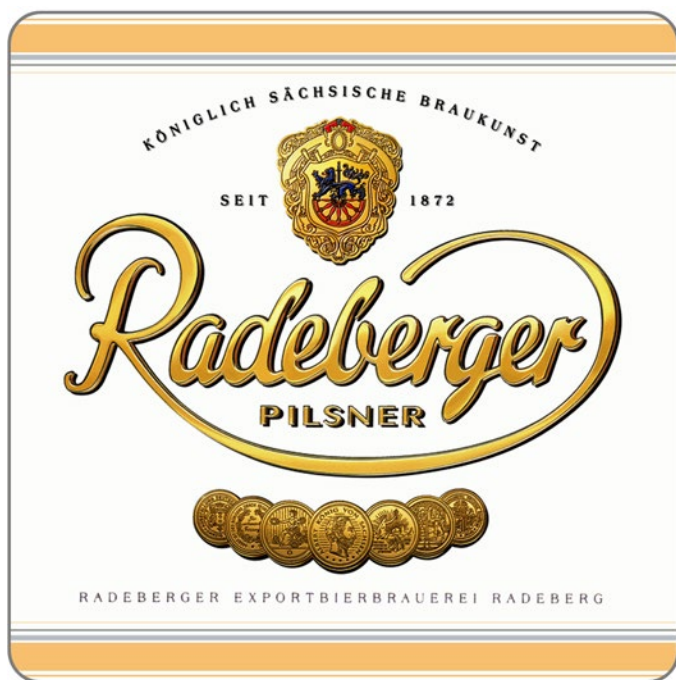


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Sappi Super Dude

sappi

Sappi Fine Paper, one of the largest producers of coated fine paper in North America created a guide for design and print known as *The Standard: Volume 5*, in which they presented different types of special effects achieved with various printing techniques. Hinrichs Studios and Sappi worked with metaio to include an Augmented Reality experience in which the character “Sappi Super Dude” comes alive with junaio



Developer: Hinrichs Studios



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AR

Augmented reality (AR) is changing the way we view the world by blurring the lines between print and digital. How?

By augmenting a live view of a physical environment with computer-generated graphics, video and sound. With AR technology, the real world becomes writable and digitally enhanced. Soon designing for print will go beyond the 2D page. Try AR below.



(ANTI) HEROES.



SEE SUPER DUDE IN ACTION!

To view our animated superhero online, go to:
www.sappi.com/na/superheroes

To view our animated superhero on your mobile device:

Download the free Junaio application from the App Store and/or the Android Market.

Look for the Sappi AR Experience in the featured picks or type in "Sappi" in the search bar. Hold your mobile device up to the page to see Super Dude come alive!



ILLUSTRATION: RECON DUNNICK

Toyota USA



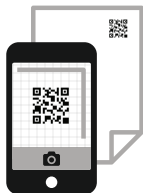
Thanks to Toyota Motor Sales USA, smartphone users can experience a Hatsune Miku live performance by following the instructions on the ToyoTag, a special 2D barcode solution created specifically for the experience. The ToyoTag acts as a virtual “stage” where the three dimensional Hatsune Miku gives a live performance alongside her favorite car, the 2011 Toyota Corolla.



Developer: Toyota Motor Sales USA Inc.



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COROLLA
OFFICIAL VEHICLE OF HATSUNE MIKU



Experience the 2011 Corolla & Hatsune Miku in 3D! Flip-over
to the other side of this flyer for directions on how to do it



Menage a trois

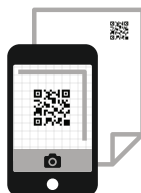


German artist Bernd Terwey used junaio to create an extraordinary, artistic AR installation for an exhibition in Venice. Based on the famous masterpiece, *Adam and Eve*, from Albrecht Dürer, users become part of the temptation process via interactive elements. A click on the golden apple in the tree, activates a feminine voice, bewitching and enticing users into tasting the fruit. *Only for high performance devices like the iPhone 4s, new iPad, Samsung Galaxy 2 or similar devices!*

Developer: AVK Terwey



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Welt der Wunder 360°

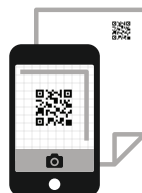
In addition to 3D models, the *Welt der Wunder* readers can open and experience videos, an interactive scavenger hunt, see user comments, take part at interactive quizzes or historical scenes by opening 360° theme worlds with junaio like the famous grave of Tutankhamun.



Developer: Bauer Verlag



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Er ist krank. Er ist ein Kind, als er Pharaos wird. Er regiert nur neun Jahre. Und stirbt unter dubiosen Umständen. Tutanchamun scheitert als König – doch als Legende verändert er die Welt. 90 Jahre nach der Entdeckung seines kostbaren Grabes ist es an der Zeit, die wahre Lebensgeschichte des Teenager-Pharaos zu erzählen





Space ShootAR

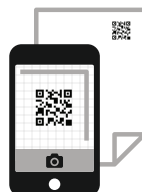
Try to stay alive and kill as many Space Soldiers as possible! The “Space ShootAR” does not require a reference image, so you can play anytime and anyplace. junaio offers a complete new level of Augmented Reality experiences. Thanks to the implementation of Java Script and HTML5 or as we call it A.R.E.L. (Augmented Reality Experience Language), complex game and interaction logics can be built in to Augmented Reality experiences.



Developer: metaio GmbH



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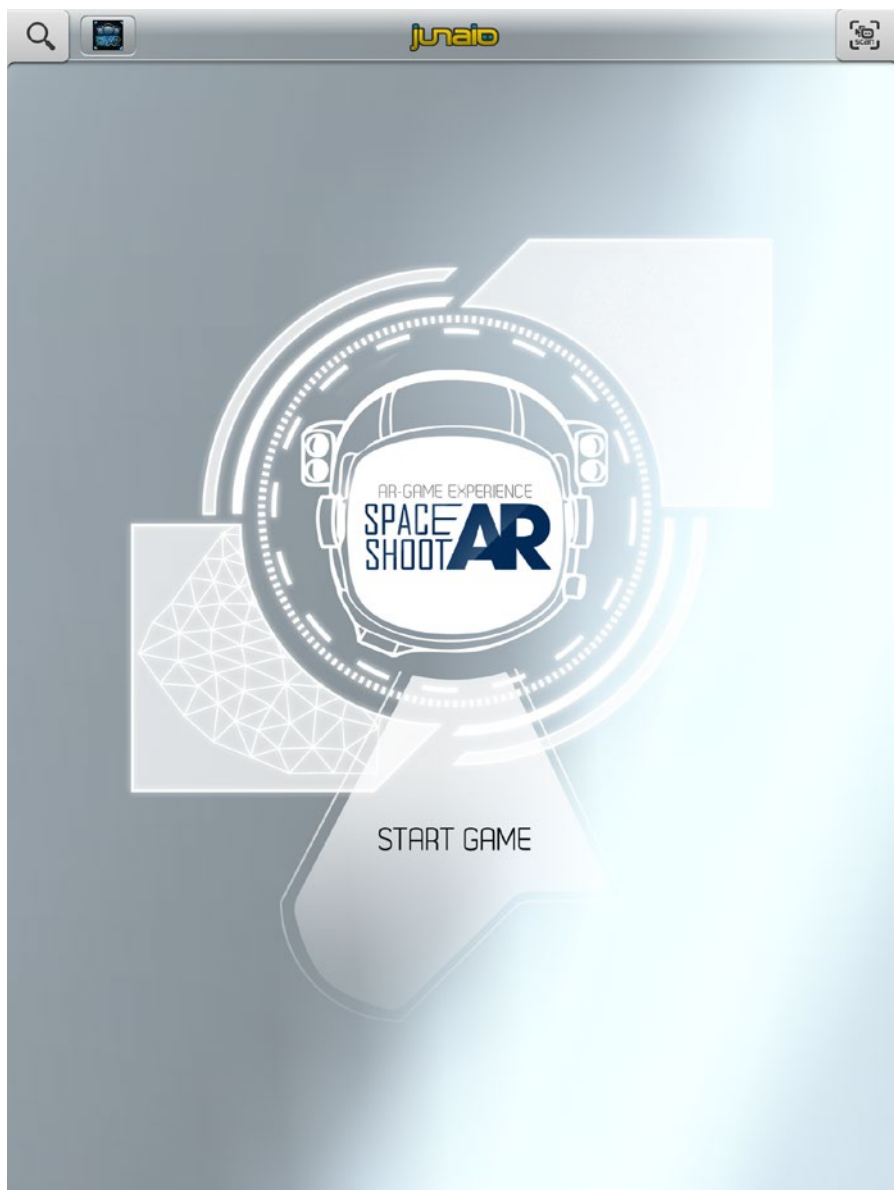


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