

5

- Internet
- websites
- hosting
- banners
- searching systems
- blogs
- chats
- applications

- Finance Business Culture
- Weather Sport News Video
- Audio Technique Files
- Electronics Shopping Design
- Mail Internet Maps Radio
- TU Work Travel Tech
- Entertainment Security
- Global Music Companies
- Songs Graphics Usability
- Job Data Games People

```
rollup 1 "Image sampler (antialiasing)" (  
  parameter 42 "imageSampler_type" 1  
  parameter 6 "filter_on" 1  
  parameter 185 "filter_kernel" 200000000 8 4256  
  parameter 7 "filter_size" 4000000  
  parameter 8 "filter_params" 8000000  
  parameter 9 "filter_params" 8000000  
  parameter 18 "filter_params" 8000000  
)  
  
rollup 2 "DRC Sampler" (  
  parameter 94 "qoc.timeDependent" 1  
  parameter 95 "qoc.reporter.enabled" 1000000  
  parameter 96 "qoc.earlyTerminationCount" 800000  
  parameter 97 "qoc.earlyTerminationThreshold" 800000  
  parameter 148 "qoc.earlyTerminationSamples" 16  
  parameter 211 "qoc.subdivsMult" 1000000  
  parameter 257 "qoc.pathSampler_type" 2  
)  
  
rollup 3 "Indirect illumination (GI)" (  
  parameter 15 "gl_on" 1  
  parameter 179 "gl.refractCaustics" 1  
  parameter 180 "gl.reflectCaustics" 1  
  parameter 16 "gl.primaryEggs" 8  
  parameter 57 "gl.primarySubtiler" 8000000  
  parameter 17 "gl.secondary_type" 1  
  parameter 58 "gl.secondary" 1000000  
  parameter 215 "gl.saturation" 10000  
  parameter 216 "gl.contrast" 10000  
  parameter 217 "gl.contrast_base" 10000  
  parameter 218 "gl.kawthepaperFresnel" 1  
)  
  
rollup 4 "Force CI" (  
  parameter 1 "qoc.subdivs" 8  
  parameter 2 "qoc.gl.depth" 3  
)
```

Augmented Reality



Augmented Interaction

Who is interested in AR?



SONY



**They all present a
REAL problem**

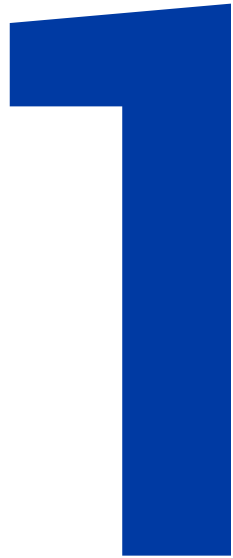
Current content
delivery system:
install multiple UIs/apps



Augmented Interaction

A “web-like” and user-centered
experience for the AR paradigm

Three key points



The browser

**Transparent interaction for the user.
Navigate the real world and be
notified of AR-ready venues.
User-centric, context-based.**

Three key points

2

The **ecosystem**

Developers will be able to create AR UIs/applications using standardized languages: HTML/CSS/JS and OpenUIX (standard pending, academic base)

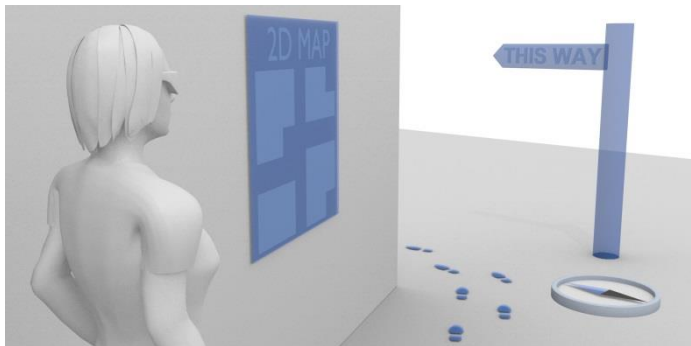
Three key points

3

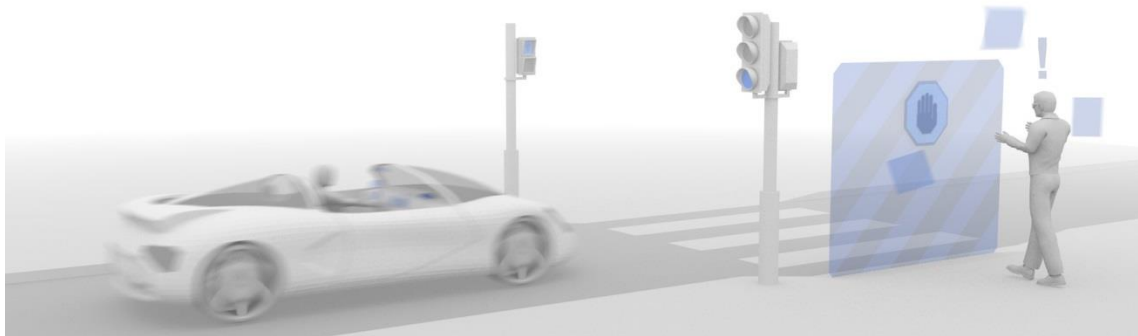
The **hosting**

We want everything to be open source, we want to ease the adoption of AR, we will host your UI and make it discoverable for a minimum year fee.

Possibilities of the technology



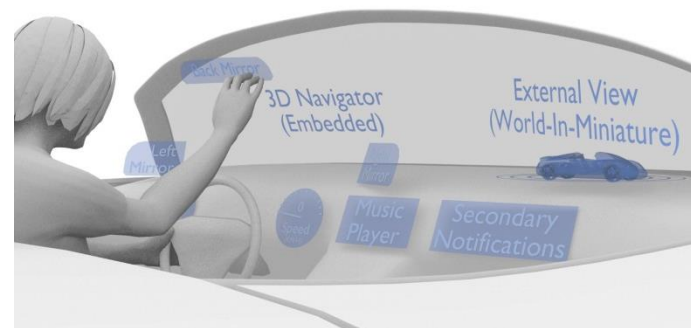
Navigation



Situational awareness



Training and education



Context awareness



**Augmented
Interaction**

Business model

Four main opportunities

1

Offer **hosting**

A minimum yearly fee to host a UI and have a domain.
Third-parties can host applications too, in fact we encourage them!

Four main opportunities

2 The **distribution**

**We want to be an ICANN-like entity,
linking creators and hosting.**

**We want to assure a good experience
too by verifying the apps and
avoiding misbehaviors.**

Four main opportunities

3

UI development

Third-party development: mostly in the beginning, you can hire us.

First-party too! We are thinking sports, gaming, big events/venues (Tokyo 2020?)

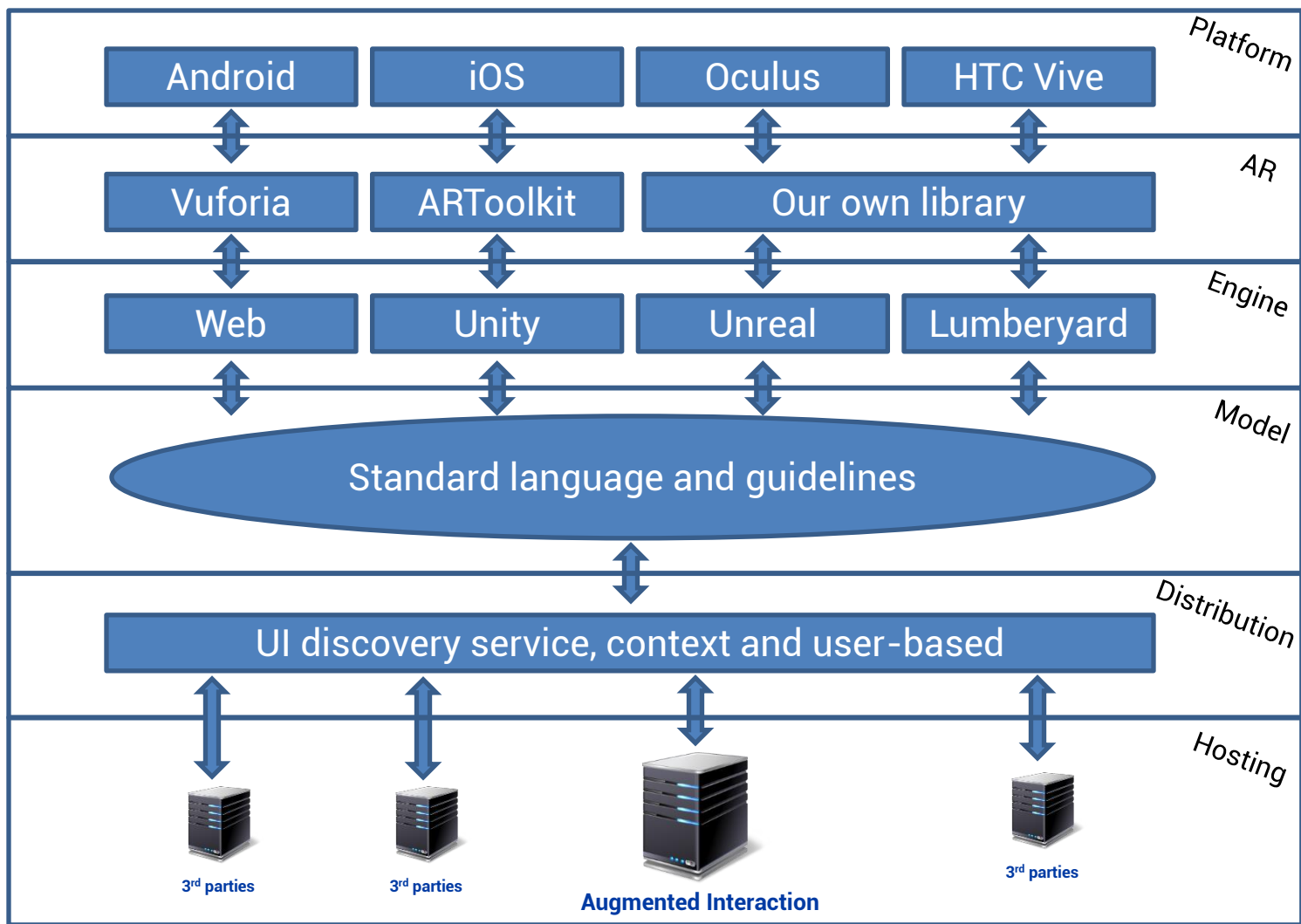
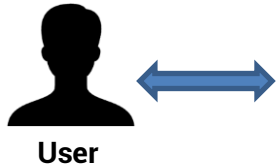
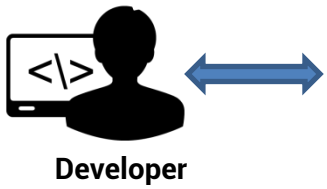
Four main opportunities

4

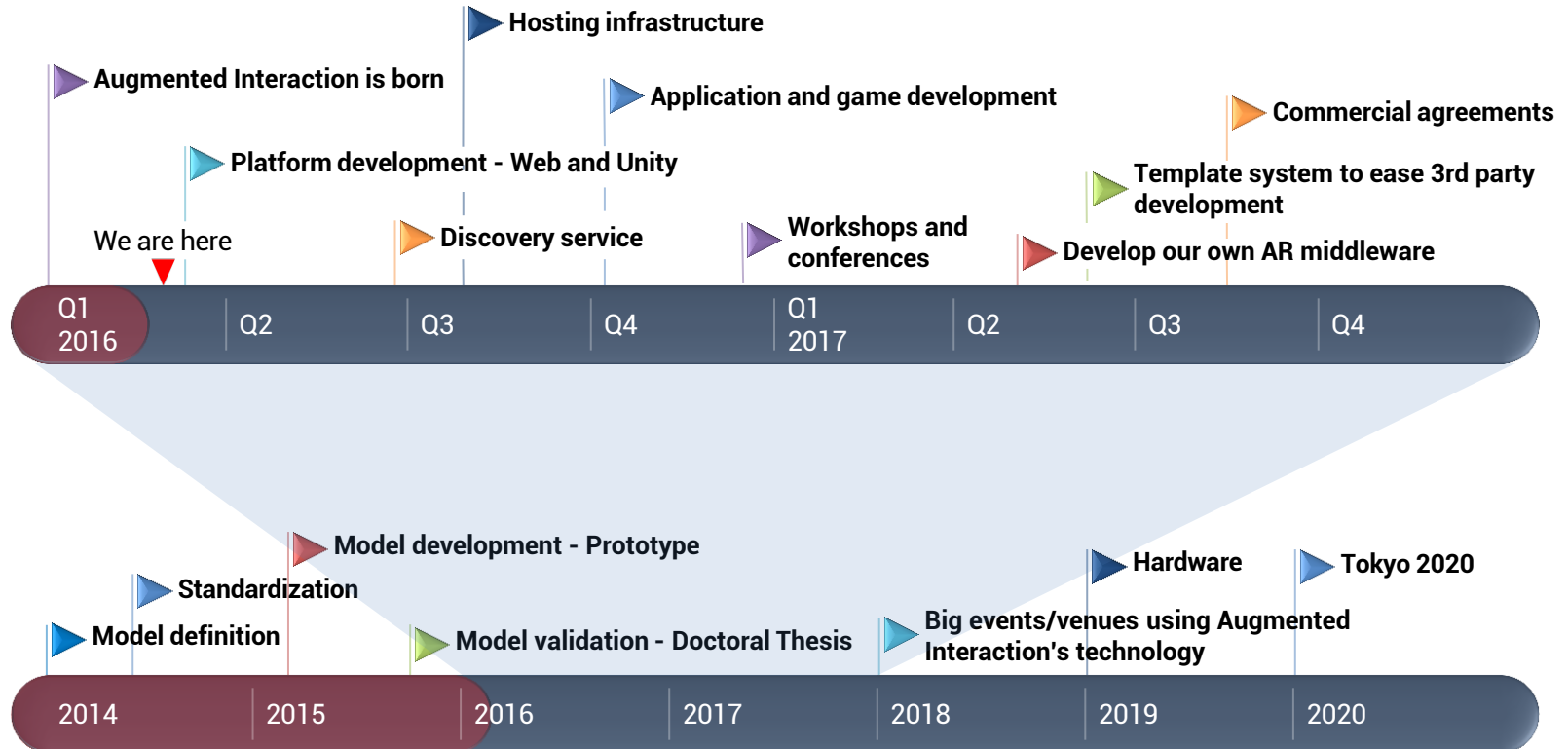
Dedicated **devices**

We are not aiming at another pair of smart glasses, too many people already there, but other complements to enhance the experience (the Pokemon example)

General overview

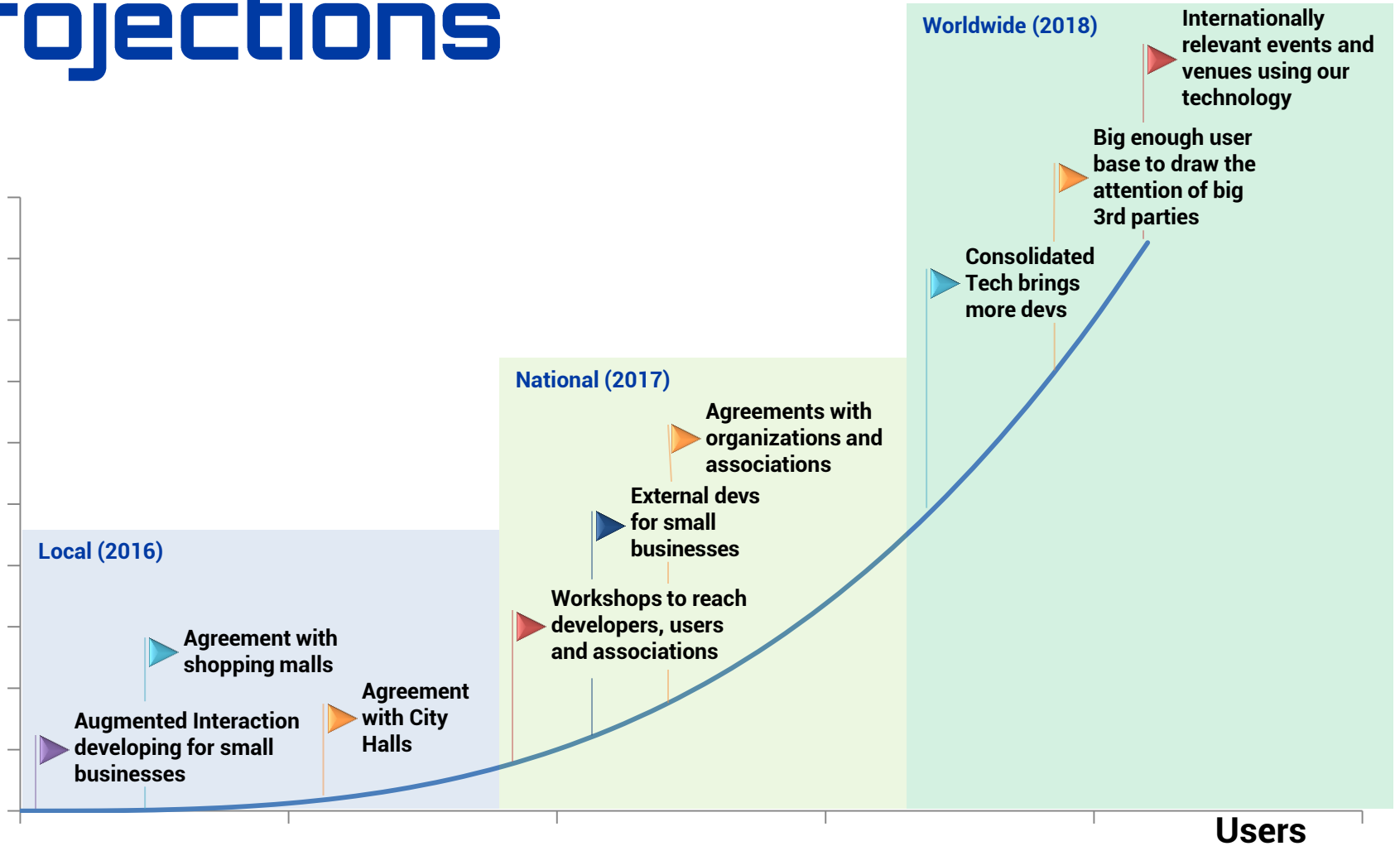


Milestones



Projections

Hosted
UIs





Augmented Interaction

Discover the interactive
experiences around you