Wikitude
Company Overview
Wikitude is the leading independent augmented reality platform for phones, tablets, and smart glasses with over 1 billion app installs.

- **AR**: Leading independent AR technology provider
- **Serving**: 100,000+ Developers
- **20,000 apps**: powered by Wikitude
It is Wikitude’s mission to unite the physical and digital worlds by providing world-class tools that anyone can use to create ultimate augmented reality experiences.
wikitude ‘Best Developer Tool’
Growing agency partner network
Wikitude’s all-in-one augmented reality SDK combines 3D Tracking technology (SLAM), Object Recognition, Image Recognition and Tracking, as well as Geo-location AR for apps.

The Wikitude SDK is cross-platforms, available for iOS, Android, and smart glasses. It supports a wide range of development frameworks such as, Unity, Phonegap, Titanium, Xamarin, as well as Native Android/iOS APIs and a JavaScript API.

Download the free SDK trial today.
TYPES OF AUGMENTED REALITY

- Geolocation AR
- 2D Recognition
- Markerless AR
- New: Object Recognition
TYPES OF AUGMENTED REALITY

Geolocation AR
TYPES OF AUGMENTED REALITY

2D Recognition

See showcase
TYPES OF AUGMENTED REALITY

Markerless AR

See showcase
TYPES OF AUGMENTED REALITY

Object Recognition

Learn More
AR technology platform – generic technology for multiple verticals, designed to distribute via partners and ‘Value-Added Resellers’
TRAINING AND SUPPORT
REAL TIME VIDEO STREAMING AND CONTENT CAPTURE
PRODUCT INTERACTION

Catalogs

Product visualization

Brand interaction
MARKET FACTS

$2.3 Billion
Record investments in 2016 in augmented and virtual reality

$83 Billion
Mobile AR could become the primary driver of VR/AR market by 2021

71% Shoppers
would shop at a retailer more often if they offered AR experiences

Digi-Capital 2017
Digi-Capital 2017
Retail Perceptions 2016
2016 was a major year for AR, bringing large investments, new players, new tools, and great technology advancements and the technology reached the masses, thanks to Pokémon Go. In the first half of 2017 Apple has officially joined the rising AR scene, alongside Google and Facebook, which have also unveiled augmented reality tools of their own.

According to Digi-Capital, by 2020 more than half of the AR revenue share will be generated in AR hardware and aCommerce, followed by AR data, AR voice, AR video and Enterprise AR.
Thank you!

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