



**wikitude**

See more.

# Wikitude

## Company Overview

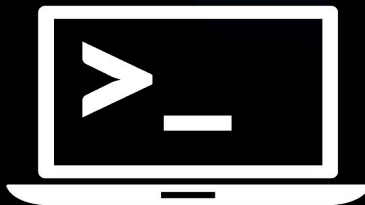
# WIKITUDE AT A GLANCE



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'

AUGGIE AWARDS

**2017**  
**WINNER**



BEST DEVELOPER TOOL

# Growing agency partner network





# WIKITUDE SDK



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

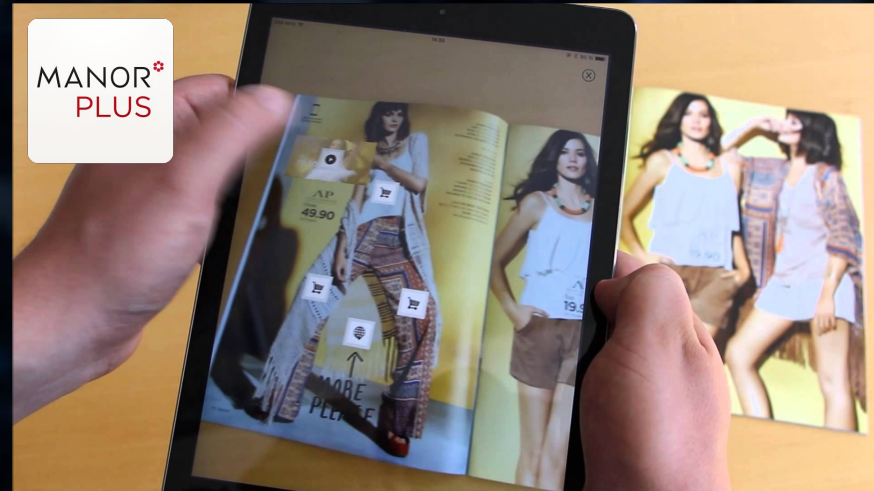




# TYPES OF AUGMENTED REALITY



2D Recognition



[See showcase](#)

# TYPES OF AUGMENTED REALITY



Markerless AR



[See showcase](#)

# TYPES OF AUGMENTED REALITY



Object  
Recognition



[Learn More](#)

# AUGMENTED REALITY USE CASES





AR technology platform – generic technology for multiple verticals, designed to distribute via partners and ‘Value-Added Resellers’

MARKETING/  
RETAIL



OFFICE/  
PRINT



LOCALIZATION/  
NAVIGATION



ARCHITECTURE/  
CONSTRUCTION



AR/VR GAME /  
ENTERTAINMENT

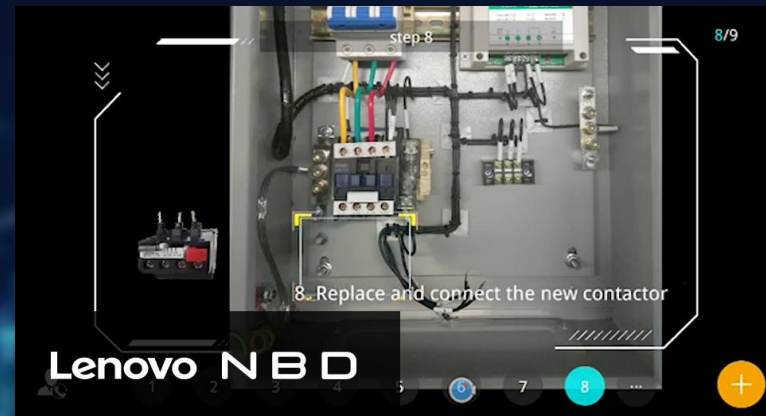


INDUSTRIAL/  
IOT





# TRAINING AND SUPPORT



# REMOTE SUPPORT

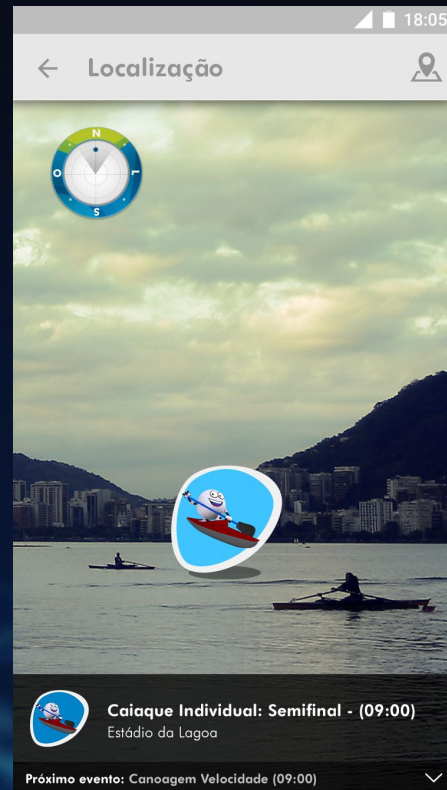


# HOME SHOPPING





# NAVIGATION & TRAVEL



# INTERACTIVE PRINT







REAL TIME VIDEO STREAMING  
AND CONTENT CAPTURE

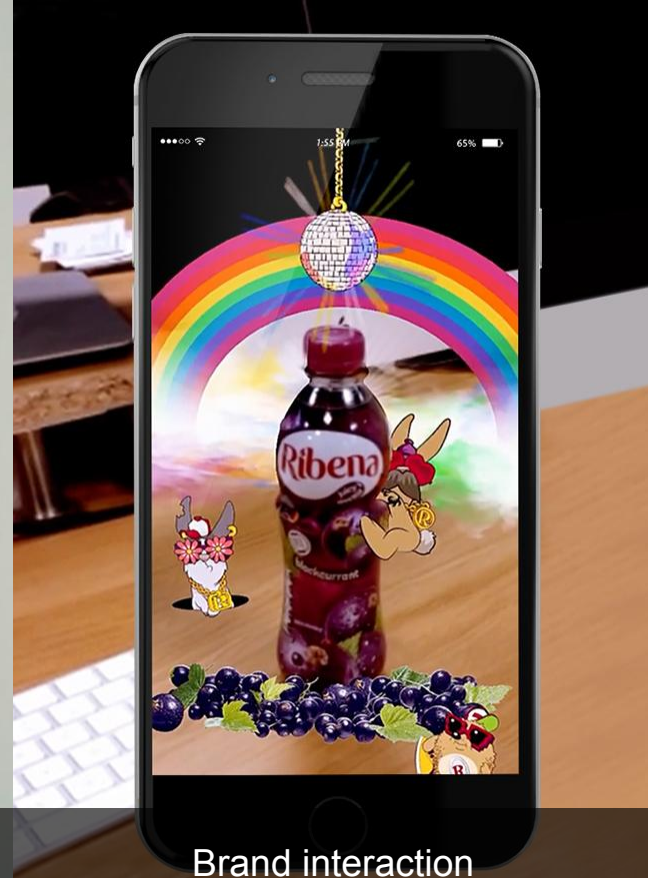
# PRODUCT INTERACTION



Catalogs



Product visualization



Brand interaction

# WIKITUDE IS TRUSTED BY



PORSCHE



KONICA MINOLTA



at&t



TOYOTA



TIME



VICTORIA'S  
SECRET



**\$2.3  
Billion**

Record investments  
in 2016 in  
augmented and  
virtual reality

[Digi-Capital 2017](#)

**\$83  
Billion**

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

[Digi-Capital 2017](#)

**71%  
Shoppers**

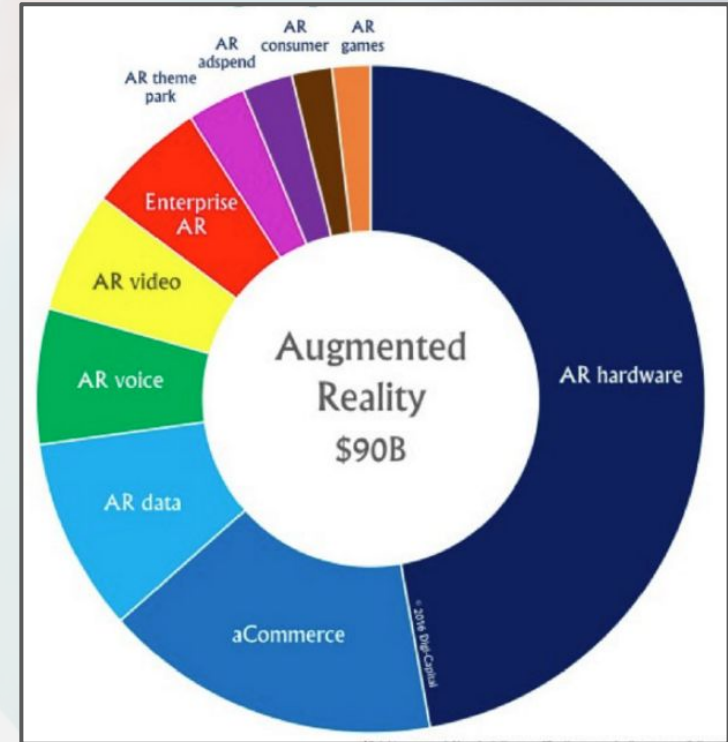
would shop at a  
retailer more often if  
they offered AR  
experiences

[Retail Perceptions 2016](#)

# MARKET FACTS

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.







**wikitude**

See more.

# Thank you!

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