

TOTAL IMMERSION



- Datasheet  
**D'Fusion<sup>®</sup> Mobile**

[www.t-immersion.com](http://www.t-immersion.com)



“...the number of worldwide subscriptions for wireless services is expected to reach 5 billion in 2010, equaling 73.4 percent of the earth’s population...”

source: iSupplyCorp 2010

Total Immersion, the global leader in the augmented reality market, has developed D'Fusion®, a powerful AR solution with a wide range of applications in digital marketing, e-commerce, and m-commerce. The D'Fusion® platform runs on a wide spectrum of devices including PCs, Tablets, Smartphones and in the future, Set Top Boxes.

1.

## The Concept

Total Immersion D'Fusion® Mobile provides users with an incredible augmented reality experience on their smartphones.

Total Immersion D'Fusion® Mobile applications offer a new breed of interactive mobile applications, mixing best-of-class technologies to provide users with compelling Augmented Reality experiences wherever they are.



### Augmented Reality on Mobile : Use Cases

A contextual application will interact with a smartphone user in several ways, and five types of interactions will be particularly important:

**Explore:** The user is exploring the vicinity for information or services that might be relevant, for example, browsing a crowd to find friends and looking around the vicinity for tourist sites that might be interesting.

**Refine:** The user has discovered an object of interest and wants more information about it. Such information may be contextually filtered according to user needs and interests, for example, obtaining more information about a shop.

**Suggest:** A contextual system has identified a potential need of which the user was unaware, and proactively wants to notify the user, for example, «there’s a great cafe in the next street».

**Control/Specify:** Context will require the user to input data, as well as consume it. Examples include selecting options, setting preferences, defining search criteria, organizing information and responding to contextual suggestions.

**Direct:** Many mobile contextual systems will involve directing the user to perform an action or navigate to a location.

Source: Gartner 2010

## > Packaging

### *Bring your traditional products into the digital world*

Make your packaging alive wherever you're in your consumer's ecosystem.

Create enthusiasm and improve brand fidelity by providing your consumer with a funny mobile game, transforming your packaging into a gameboard. game field you create enthusiasm and you may improve fidelity in your brand.



## > Virtual Fitting Room Solutions for M-Commerce

### *Let your customers try on products*

Use the camera of your smartphone to try on new glasses, jewelry or watches, then send the picture to your friends to get their feedback, locate the nearest store, and buy the product!

Increase turnover and position your brand in the growing situational shopping space, satisfying your customers wherever they may be.



## > Innovation

### *Provide customers with a unique experience*

Want to showcase new product features? Use your smartphone as a product browser. Point and click on the product to display essential product information. Link the data to your social profile to customize the product to your needs.



## > Publishing

### *Give your printed materials a digital second life*

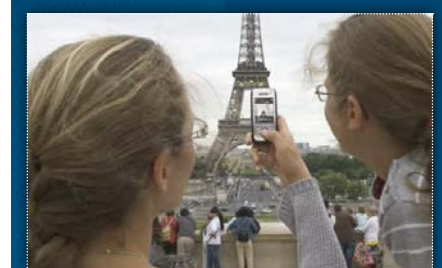
Imagine reading a magazine in the subway and seeing a picture that triggers your interest. By simply showing this picture to your smartphone, you can watch the associated video in one click!



## > Indoor and Outdoor Next Gen Guide

### *Guide and inform guests through their smartphones*

Walk among statues, paintings, buildings and museums, and unveil the story and beauty of monuments and art pieces, with stunning 3D animation and video.



2.

## Technical Specifications

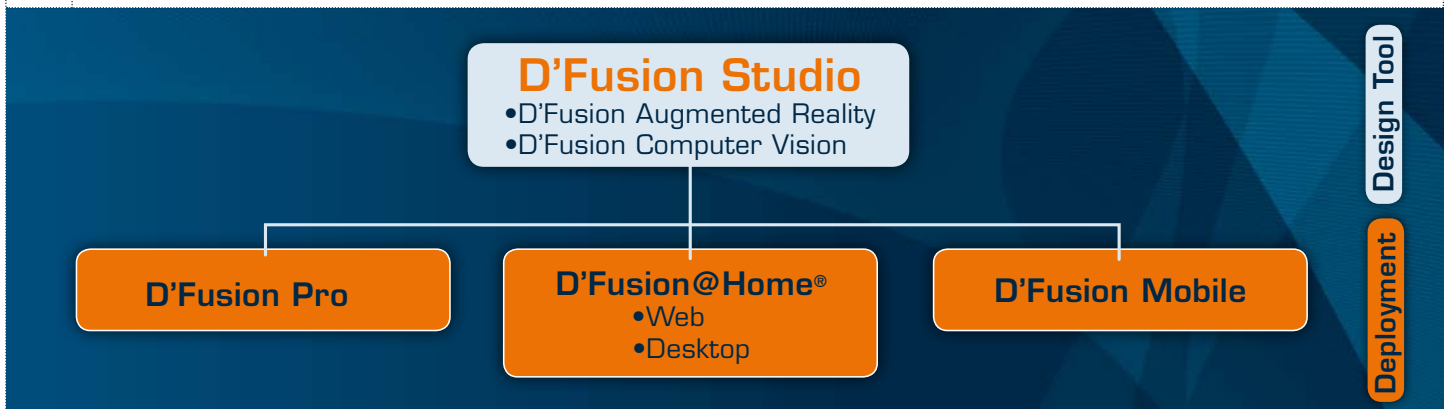
### > How does it all work?

The D'Fusion® Studio software is a state-of-the-art solution to develop compelling augmented reality applications with a high level of quality, using simple coding and secure content to protect your customer's brand image. D'Fusion® Studio is composed of two main modules:

- D'Fusion Augmented Reality for animating and rendering 3D objects and
- D'Fusion Computer Vision for calibration and tracking of 2D/3D objects.

First create the application with D'Fusion® Studio, then run it on any platform you wish:

- D'Fusion Pro (for professional applications including on-stage events, kiosks, exhibitions, and conventions),
- D'Fusion@Home® (for web and desktop applications) and,
- D'Fusion® Mobile (for mobile applications).



Building an augmented reality application combines two primary technologies:

1. Tracking a moving target (the support of augmented reality)
2. Rendering the 2D/3D objects in a real-time video stream



With D'Fusion® Mobile, you can immerse users in sophisticated game play featuring high-quality 3D graphics. You can also integrate video, audio, human interaction (touch screens, accelerometers...) and Location Based Services.

## > To what end?

D'Fusion Mobile was conceived to deploy augmented reality applications on smartphones.

With this solution, you can:

- Deploy mobile augmented reality applications to millions of users, using the most advanced Markerless tracking and Face tracking technologies
- Extend your visibility to an engaged audience on hundreds of millions of smartphones
- Address mobile marketing and mobile gaming markets
- Provide customers with secured content (Brand, IP, 3D)

## > Main features:

- Compatible on Android 2.x and iPhone® OS 4.x
- Uses D'Fusion Studio: the same development tool as in D'Fusion @Home and D'Fusion Pro
- Content can be encrypted to prevent piracy
- Fully packaged into a standard mobile phone format file
- Marker-less tracking for use of existing 2D support
- Face tracking
- Location Based Services available
- Accelerometer support

## > Requirements:

For the best mobile experience the end user's system should meet these minimum requirements:

### > Android

- **Hardware:**
  - Processor: 800 MHz,
  - Main memory: 256 Mo,
  - Integrated Graphic Processor Unit (mandatory)
  - Rear camera (mandatory)

### > Apple

- **iPhone 3GS or iPhone 4**

### 3. Campaign process

Total Immersion has a fully cross-functional team available to manage the entire needs of the project. Typical development time for projects is one to three months depending on the content.

#### > Phase 1: Campaign kickoff

- Work with client to develop the augmented reality scenario:
  - Scope out the project: document key dates/timings, goals, deliverables, messaging.
  - Develop scenario(s) storyboards
  - Confirm scenario(s)

#### > Phase 2: Content creation

- Media artist develop assets for a custom solution:
  - Source sound effects, video files and other assets
  - Create media content and animation
  - Validate and test the content

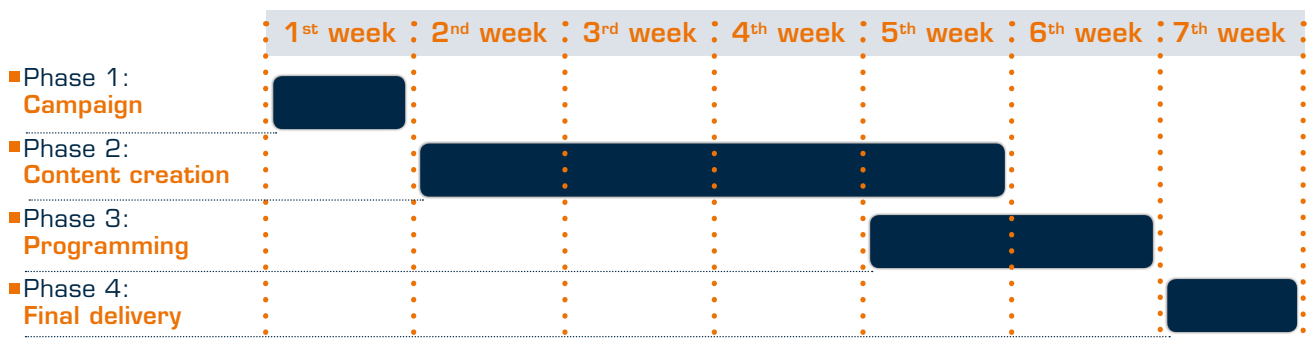
#### > Phase 3: Programming

- Engineers customize the solution through D'Fusion® scripting—where the interactivity of the user experience is developed:
  - Develop scenario and game play
  - Validate final result

#### > Phase 4: Final delivery

- The final version is tested
- Final web integration

#### > Middle size campaign schedule



## 4. More about Total Immersion

Leading the Augmented Reality industry since 1999, Total Immersion ([www.t-immersion.com](http://www.t-immersion.com)) provides the most widely used commercial augmented reality platform in the world. Through its patented D'Fusion® Software solution, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. The company maintains offices in Europe (France and UK), North America and Asia. Total Immersion supports the world's largest AR Partner network, with a diversified portfolio of over 100 best of breed solution providers worldwide.

### > Total Immersion is recognized for:

- **Providing the most widely used commercial augmented reality platform in the world:**
  - More than 700 projects delivered since 2008
  - Experience in multiple market segments: themed entertainment, consumer products, events, publishing, advertising & promotion, maintenance and medical
  - Worldwide network of direct and indirect sales channels (100 partners in 35 countries)
- **Developing the strongest AR technology in the market:**
  - Compatible with PC, Mac and Mobile
  - Secured content and deployment
  - Open API and configurable platform
  - Most robust 2D and 3D tracking with efficient face tracking
  - Dedicated R&D efforts – more than 30% of the total workforce
- **Delivering the most sophisticated online solutions in the market:**
  - Marker less tracking technology enabling the use of existing materials as support
  - Finger pointing detection and multi-target tracking
  - Compatible with social medias (Facebook™, You Tube™, etc)
  - Natural interfaces for immersive user experiences

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