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Press Release

trans
cosmos
people & technology

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transcosmos inc.

transcosmos releases "transcosmosARmadillo," a one-stop service for implementing and utilizing practical AR

Delivers comprehensive services AR app development as well as AR content creation, management, and analysis
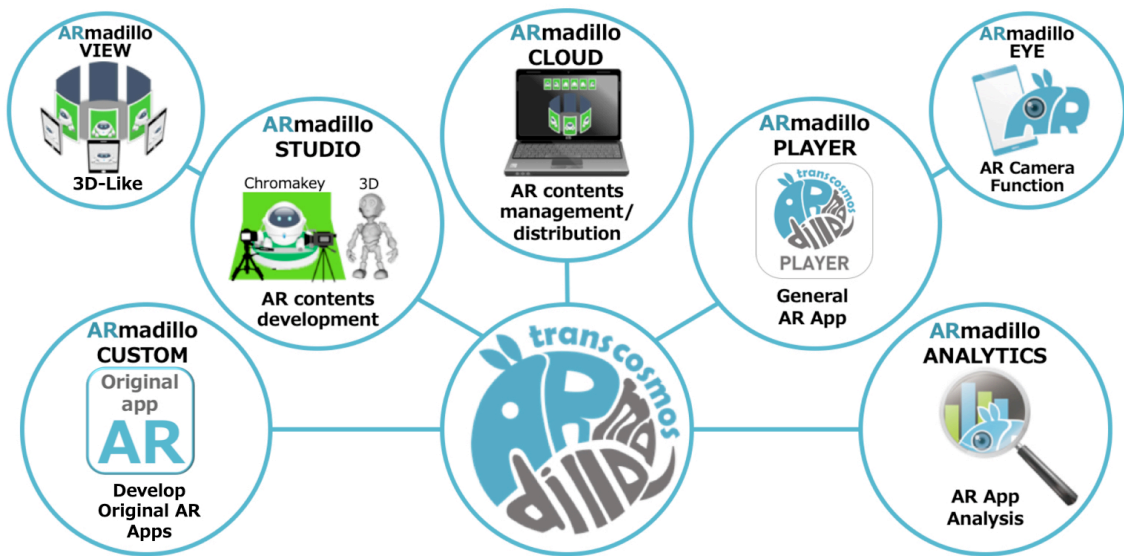
transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) launched "transcosmosARmadillo," its new one-stop service that enables businesses to easily implement and utilize Augmented Reality (AR). More specifically, it offers comprehensive services that include custom AR app development, general AR app, AR contents creation, AR content management system, and a seamless channel which leads customers from smartphones websites and SNS to clients' AR experience at one-stop. In Japan, almost all AR initiatives taken are only for a short-term goal on marketing events and campaigns. transcosmos developed "transcosmosARmadillo" with the aim to deliver services that help businesses expand their sales by taking long-term AR initiatives for marketing activities. Through offering AR experience to consumers, "transcosmosARmadillo" helps clients boost consumers' purchase intentions and ultimately contributes to expanding their sales and profits.

AR is the technology which expands user's experience by adding digital information onto real-world. Based on the theme of "practicality" and "reality," "transcosmosARmadillo" is developed for clients facing AR implementation and utilization. The service includes custom AR app development for each individual client, AR content creation and management, and AR app analysis. "transcosmosARmadillo," equipped with "ARKit" and "ARCore™," the official AR engines for iOS and Android, enables to place the virtual contents onto the real-world by scanning specific images and spaces from smartphone and tablet cameras.

■ **"transcosmosARmadillo" Service Menu**

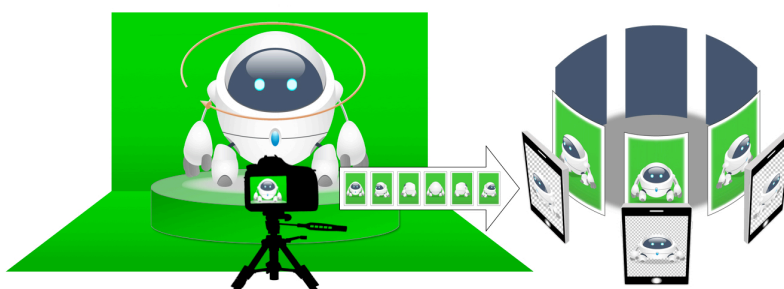| ARmadillo CUSTOM	A development service for AR app tailored to each client orders.
ARmadillo PLAYER (due to launch in October 2018)	A general-purpose AR app for marketing events and campaigns.
ARmadillo VIEW	A 3D-like display method to present a simulated-3D view at a more affordable price than creating a 3D model.
ARmadillo STUDIO	AR content creation service including 2D videos, 3D models, 2D chromakey videos, simulated-3D, etc.
ARmadillo CLOUD	Content Management System (CMS) with an ability to manage and deliver AR content.
ARmadillo EYE	A camera function, the core feature of "transcosmosARmadillo, scans specific images and spaces.
ARmadillo ANALYTICS	Analytics services for ARmadillo CUSTOM and ARmadillo PLAYER.

■ **"ARmadillo VIEW," a method to present simulated-3D which saves costs for creating AR content**

One of the challenges for creating a 3D model is production cost. In order to solve this issue, transcosmos prepared ARmadillo VIEW, a service which creates content that works as a 3D model at low cost in a short period of time. By showing different multi-angle 2D chroma key background images according to the changing angles of smartphone and tablet cameras in real time, ARmadillo VIEW presents a 3D-like AR view similar to that of a 3D model. transcosmos will drive the implementation of ARmadillo VIEW service which helps clients save costs for creating AR contents with the aim to create an environment where more clients can leverage AR, whitch also helps expand the AR market.

Price to create content for ARmadillo VIEW: Starts from ¥100,000 / 1 session

* Able to create about 5 contents per session. Note that the number of content created per session differs depending on material, color, and size of the object.

* The price includes charges for transcosmos studio use and photo shoot/production staff.

■ Connect to DMP and utilize AR as new marketing data

Businesses can accumulate data collected via "transcosmosARmadillo" in Data Management Platform (DMP) and leverage the data afterward to improve their ad's content and distribution schedule. New services that are connected to "DECode," transcosmos proprietary DMP services, are due to launch by the end of 2019.

Going forward, transcosmos plans to add AR ads service to "transcosmosARmadillo" as well as delivering customized versions that target each industry. What's more, the company will help clients enhance their abilities to solve problems by organically connecting this new one-stop service to its existing services with a goal to implement "transcosmosARmadillo" to 100 companies by FY2020. transcosmos continues to offer extensive support for clients' marketing activities whilst enhancing its AR-related services.

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About transcosmos inc.
transcosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost optimization through our 172 locations across 32 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 49 countries around the globe. transcosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here https://www.trans-cosmos.co.jp/english/