

Press Release

January 23, 2019
transcosmos inc.

transcosmos releases “ARmadillo PLAYER,” an AR app that executes speed and cost efficient initiatives

Its spatial perception feature delivers a realistic AR experience that boosts consumers’ buying appetite

transcosmos inc. (Headquarters: Tokyo, Japan; President and COO: Masataka Okuda) launched “ARmadillo PLAYER,” a new general AR app as a new menu to “transcosmosARmadillo,” its one-stop service that enables businesses to easily implement and utilize Augmented Reality (AR).

Visit “transcosmosARmadillo” service website here <https://www.trans-cosmos.co.jp/special/digitalmktg/armadillo.html>



Unlike virtual reality (VR) which is detached from reality, AR is a technology which expands user’s experience by adding digital information to the real-world. Based on the theme of “practicality” and “high-reality,” “transcosmosARmadillo” was developed for clients that face challenges in implementing and utilizing AR and was released in September 2018. So far, it has been offering services that include custom AR app development, AR content development, and a content management system (CMS) at one-stop. Now, transcosmos has launched “ARmadillo PLAYER,” a general app which lets clients execute AR initiatives in order to deliver AR experience to consumers more easily than ever before. Equipped with “ARKit” and “ARCore™,” the genuine AR engines for iOS and Android that have a spatial perception feature, the app enables clients to deliver a realistic AR experience.

Clients can use the app by opening a designated channel to “ARmadillo PLAYER” registered on App Store and Google Play. Once AR content is registered on its CMS “ARmadillo CLOUD,” URL and QR code will be issued automatically. Clients can invite consumers by putting the URL and QR code on their SNS messages, websites, printed media, product packages, etc., and let them enjoy an AR experience by presenting various AR contents to the real-world, that ultimately boosts consumers’ buying appetite.

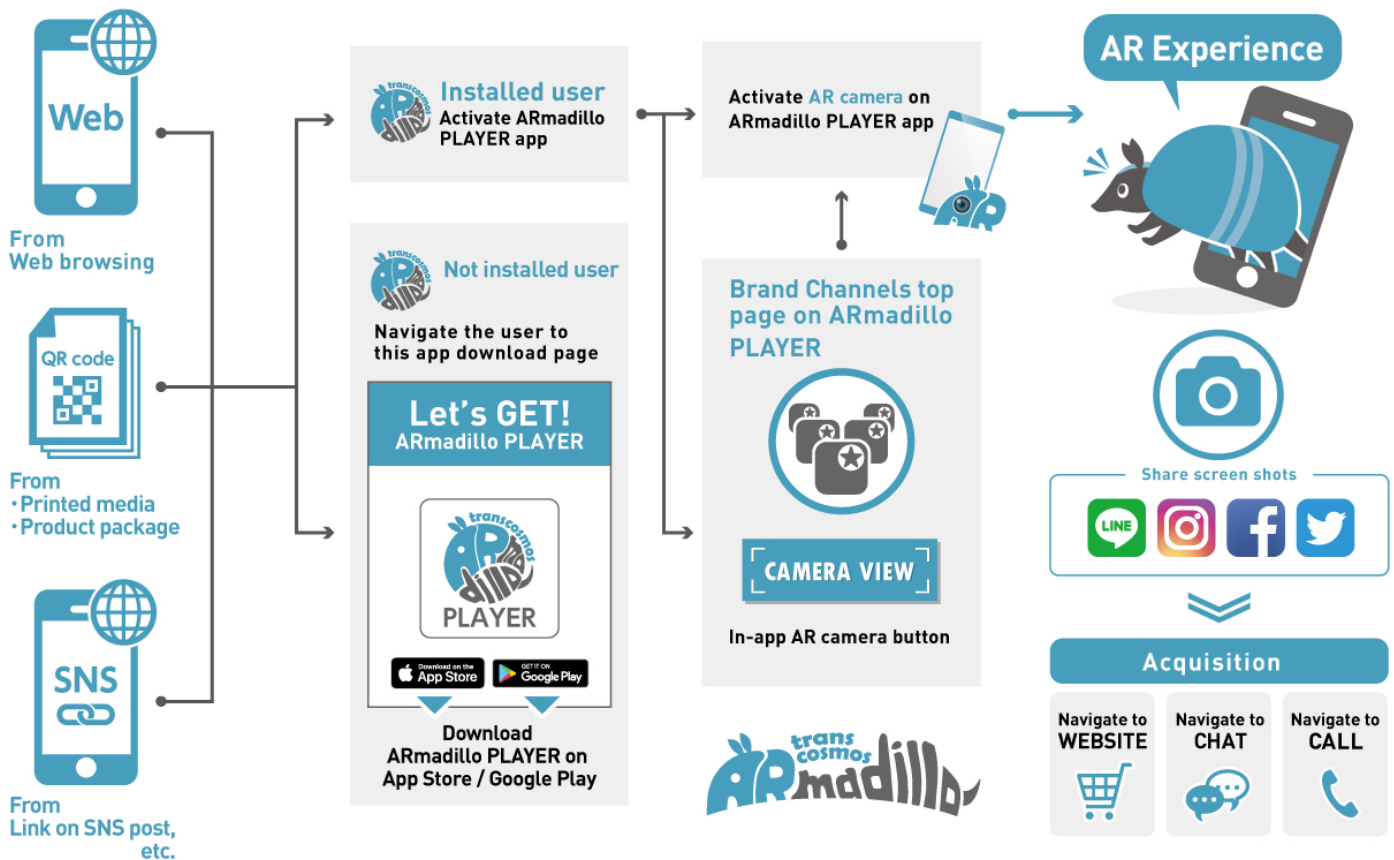
“ARmadillo PLAYER” usage fee: ¥100,000/month

Download limit: 200,000 counts (maximum 20MB per content)

*Usage fee varies for services that exceed above limits.

■ “ARmadillo PLAYER” Basic Features

ARmadillo EYE	A feature which recognizes space and images that are required to show AR content
ARmadillo CLOUD	A content management system (CMS) to register, manage and deliver AR content
ARmadillo ANALYTICS	A feature which analyzes apps



■ App Overview

Name : ARmadillo PLAYER
 Price : Free-of-charge
 Supported devices : iPhone 6s and later, and iOS 11 and later
 Android (<https://developers.google.com/ar/discover/supported-devices>)
 App Store : <https://itunes.apple.com/jp/app/ARmadillo%20PLAYER/id1438080738?mt=8>
 Google Play : <https://play.google.com/store/apps/details?id=jp.tcarmadillo.player>

■ One-stop service “transcosmosARmadillo”: background and future plans

In Japan, almost all AR initiatives taken are only for a short-term goal such as for marketing events and campaigns due to the costs and man-hours required to develop AR content. transcosmos developed “transcosmosARmadillo” to help clients that face challenges in adopting and utilizing AR technology for their marketing activities with the aim to deliver services that help them expand their sales through taking long-term AR initiatives.

Going forward, transcosmos plans to add AR ad menus 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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* Android, ARCore, Google Play and the Google Play logo are either registered trademark or trademark of Google LLC.

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About transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 169 locations across 31 countries with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos 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. transcocosmos 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/>

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