



AUGMENTED REALITY

Current immatured AR core technology

Build AR Platform leveraging top quality Samsung mobile and increase public awareness and usefulness by providing AR services

Simple and practical information and interaction create unique experience and engagement

Seamless integration of AR technology can improve current user behavior

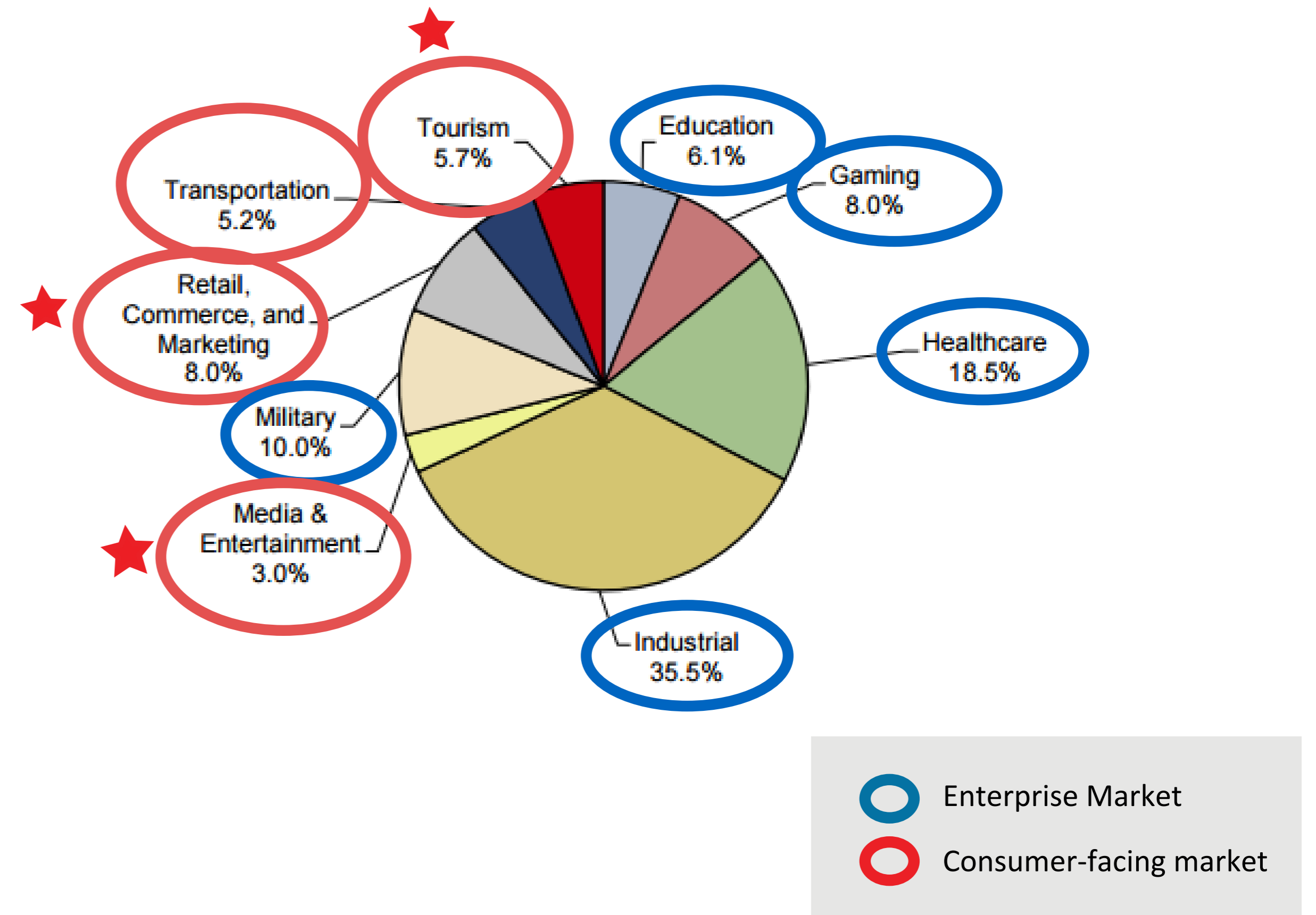
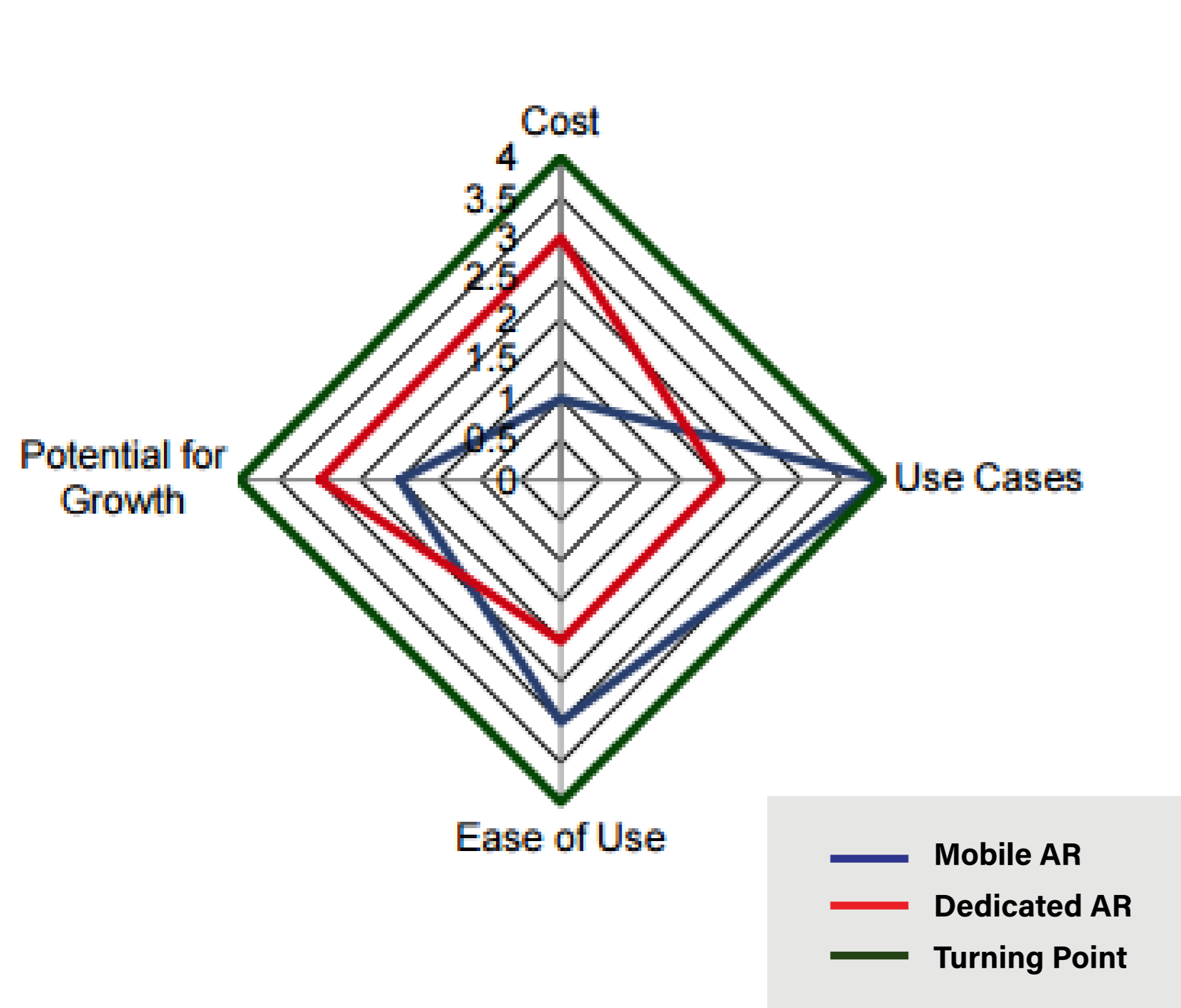
Eventually, developing potential usecase and core tech transcend current AR experience to the next level

Consider long term value position and possible new form factor to lead #1 smartphone market



Market Analysis

Browsing outfits and try on



Create an unified experience for Samsung AR Platform directly from camera

Camera as one of the best & most used features from Samsung mobile provides great opportunity to embed Samsung AR experience and credit direct impact

- Enhance existing camera usage
- Enable advanced AR technology
- Bridge between AR and core apps



CAMERA AR ENTRY POINT

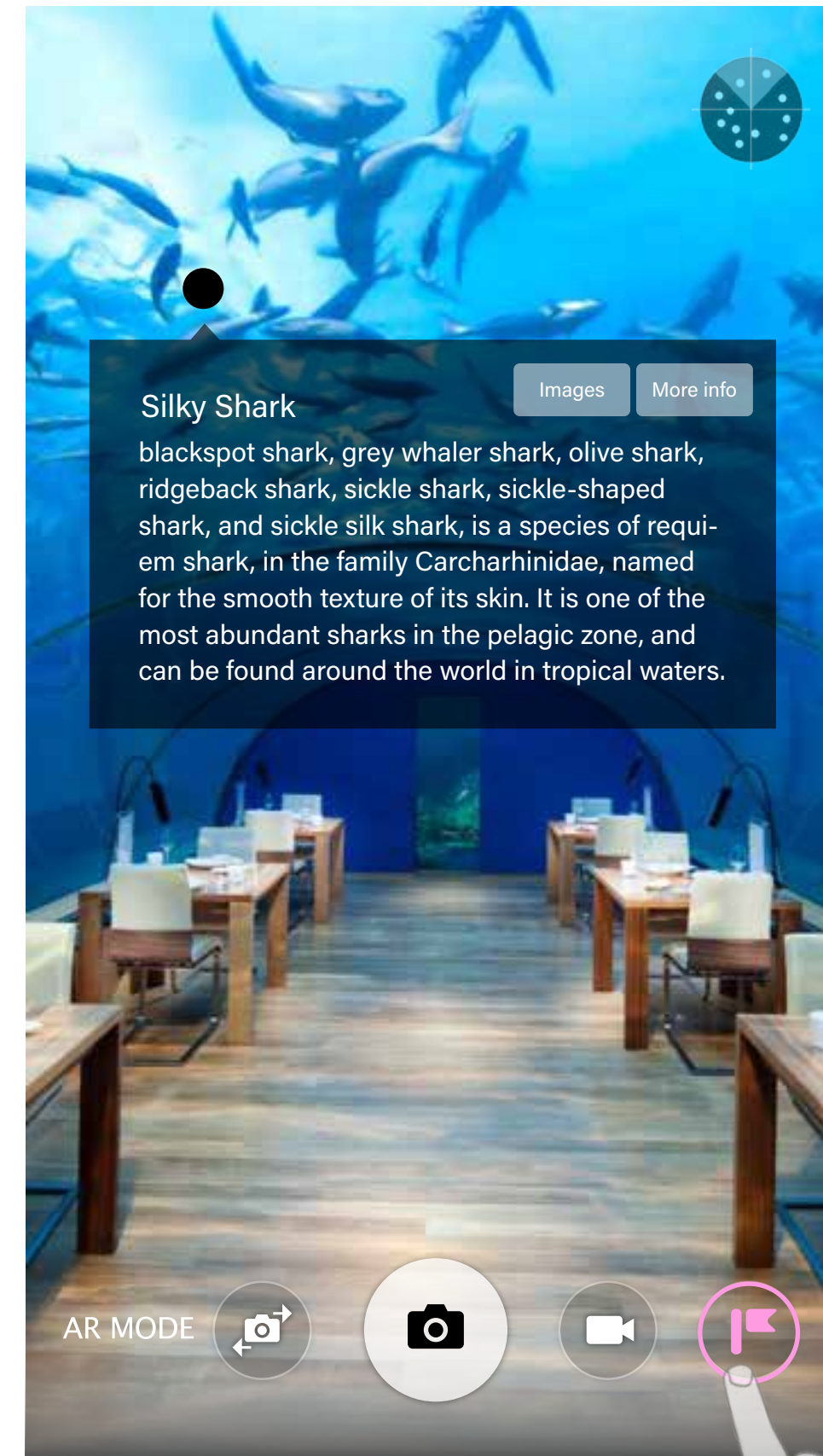
Seamless integration of AR service to enhance current phone experience and features for everyday use



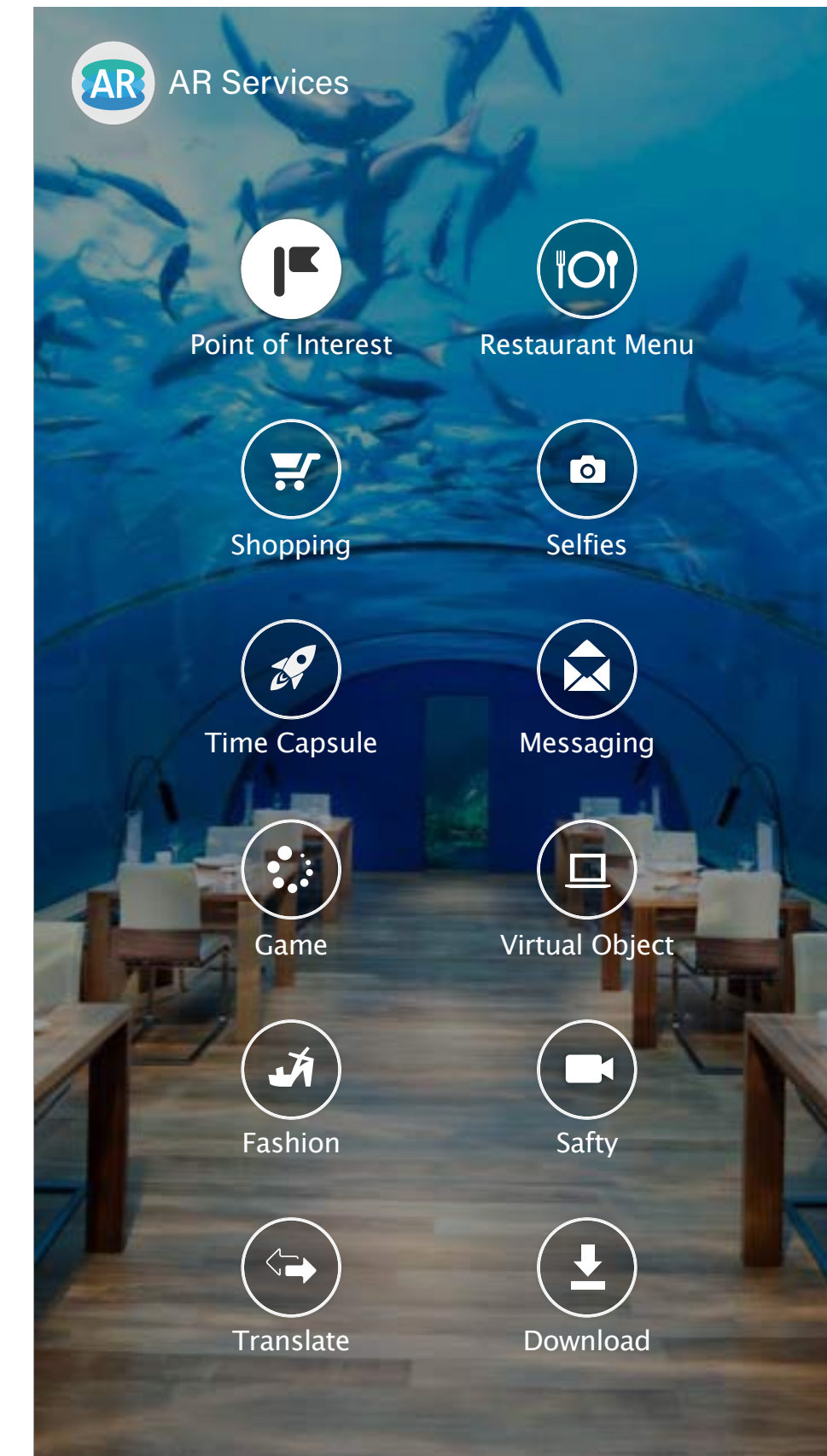
AR app logo is placed on top of Camera app



Pulling down AR layer directly from Camera app



AR content is revealed by AR service user choose



AR App Store for downloading services



USE CASE DEVELOPMENT

Goods

Check out our bakery case for today's made from scratch selections.

- Specialty's Cookies
- Butter Croissant
- Sweet Croissants
- Savory Croissants
- Quiche
- Brownies
- Mini Pies
- Cinnamon Rolls
- Coffee Cakes
- Muffins
- Scones
- Mini Bundt Cakes
- Morning Bun
- Pecan Sticky Bun
- Toasted Country Ciabatta



Beef & Blue
Fresh-sliced roast beef and crumbled bleu cheese with fresh spinach, tomato, red onions and ranch on toasted ciabatta.

AR MODE

Toasted

Turkey Pesto
Over-roasted turkey breast, muenster, cream cheese and basil pesto with fresh spinach, red onion, dill pickle, bell peppers and mayo on toasted ciabatta.

Big T
A heaping stack of warm, crispy bacon with the basics* and mayo on toasted sesame sourdough.

Hot Pastrami & Swiss
Stacked pastrami and swiss with the basics* stone ground mustard and mayo on toasted ciabatta.

Turkey, Apple, Brie & Bacon

Turkey, Apple, Brie & Bacon **1090** Calories

Based on 2000 Recommended Daily Intake (RDI)

Calories	Fat	Carb	Protein	Cholesterol	Sodium
54%	40%	30%	30%	-%	141%

- No specific diet record
- Nut contained food
- Herb and spicy may contain

Cheddar
cheddar and cr...
the basics*, stone...
mayo on toast...
bread.

sy Steak
d roast beef, pr...
ese with fresh...
ers, red onion...
und mustard a...
ciabatta.

eeef
-sliced roast bee...
cheddar with tangy b...
cole slaw on toast...

Veggie

Caprese
Fresh mozzarella and tomatoes with basil, spinach, red pepper pesto

Mediterranean
Fresh mozzarella with kalamata olives, spinach, tomato, basil, red pepper pesto,

Four Cheese
Cheddar, swiss, pr...
muenster with th...

AR MODE

Ingredients

Packaged Food



Granny Smith

Fruit



Good for baking and antioxidants for improving health

72
Calories

Total Fat	0%
Saturated Fat	0%
Cholesterol	0%
Sodium	0%
Carbohydrate	6%
Dietary fiber	13%
Sugar	
Protein	0%

Nutrition Facts

Search Recipe

Add to Shopping List

Ingredients

Packaged Food



Apple Granny Smith



Good for baking and antioxidants for improving health

72 Cal	Total Fat	0%
	Saturated Fat	0%
	Cholesterol	0%
	Sodium	0%

Nutrition Facts

Search Recipe

Add to Shopping List



Apple Fuji



All American cross of Red Delicious and rolls Janet, crisp, sweet-flavored, and keep well

71 Cal	Total Fat	0%
	Saturated Fat	0%
	Cholesterol	0%
	Sodium	0%

Nutrition Facts

Search Recipe

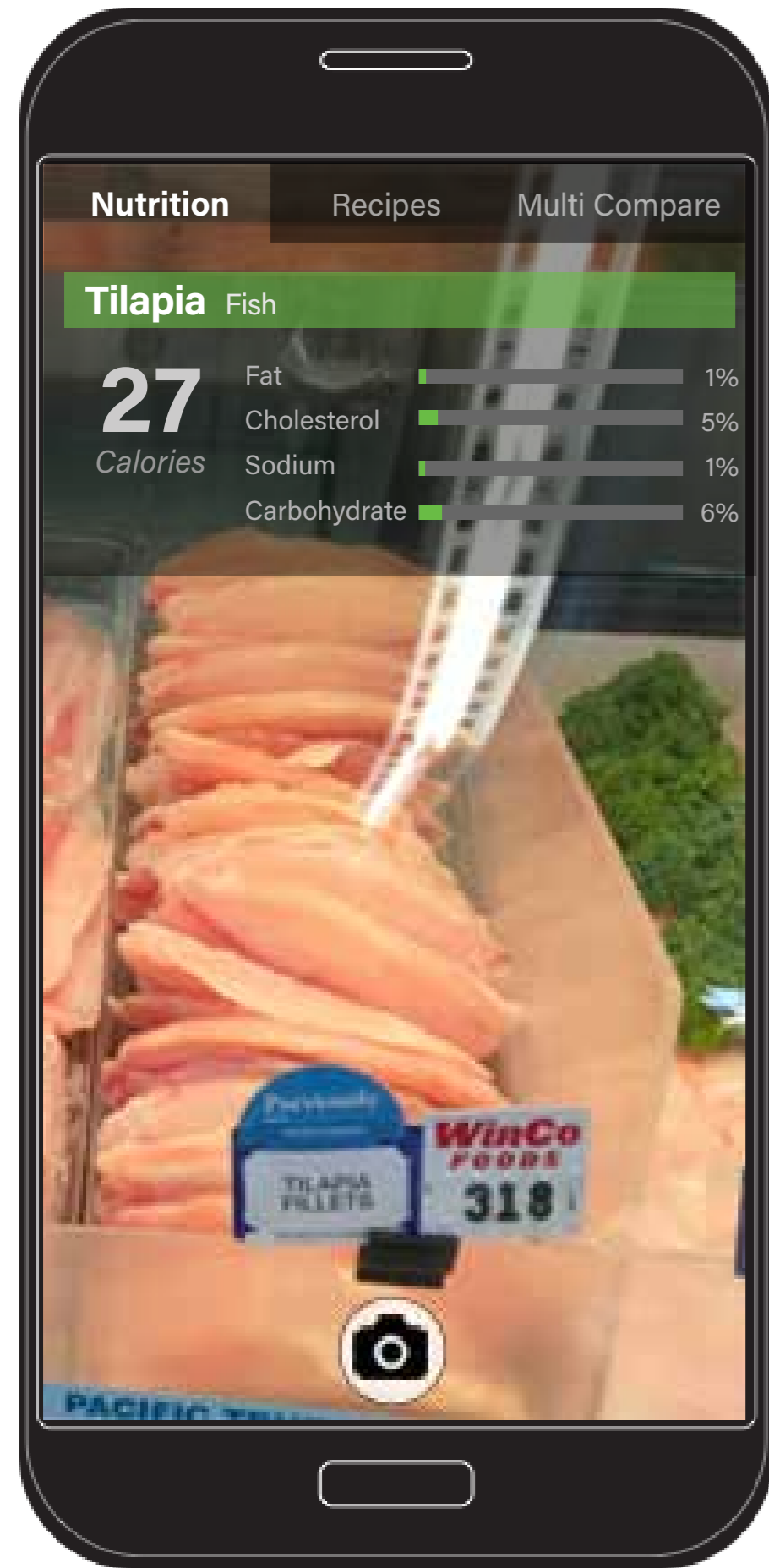
Add to Shopping List

0%

0%

FOOD SHOPPING

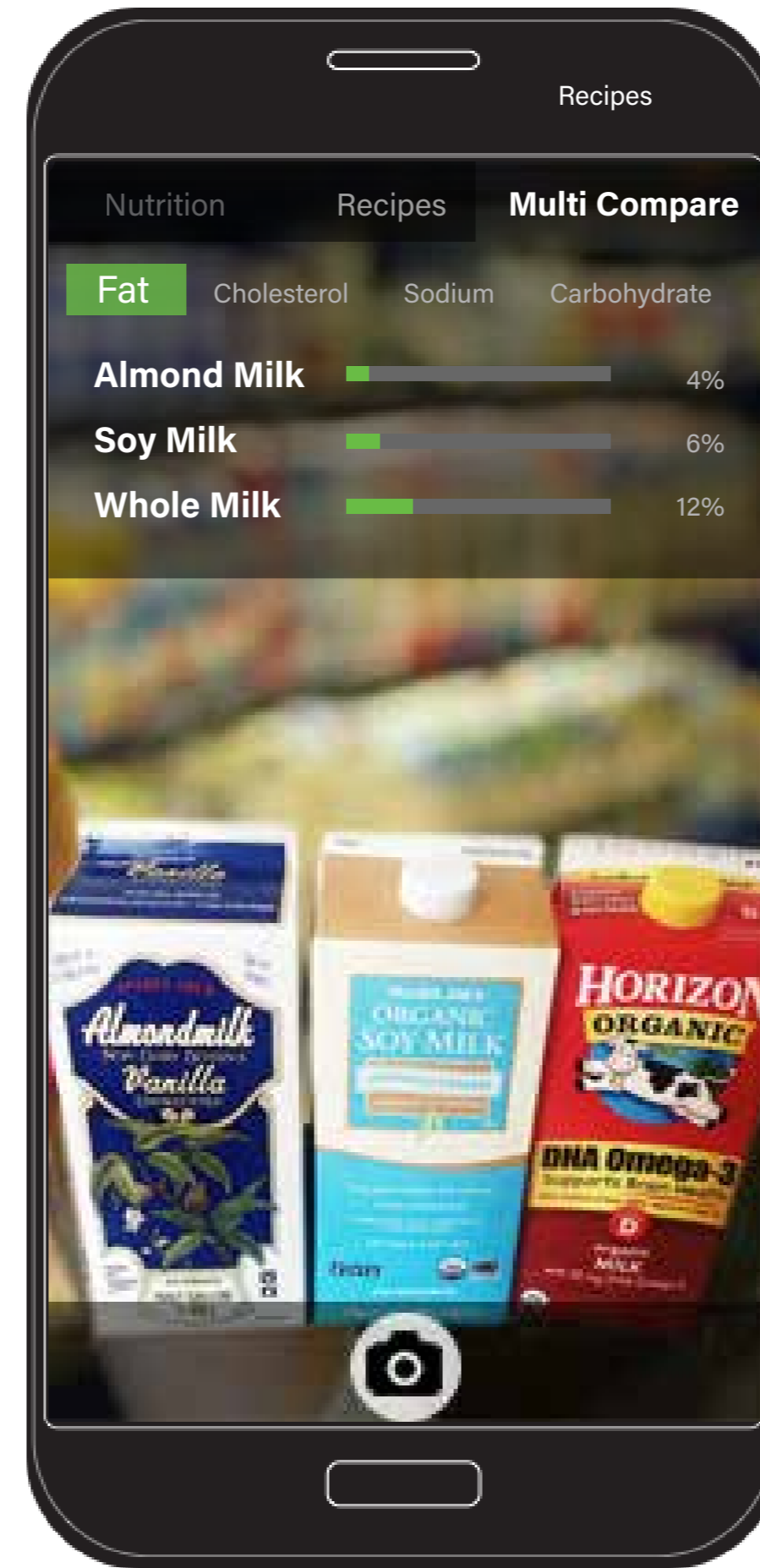
Explore different ingredients



Label read with ORC for the Nutrition facts



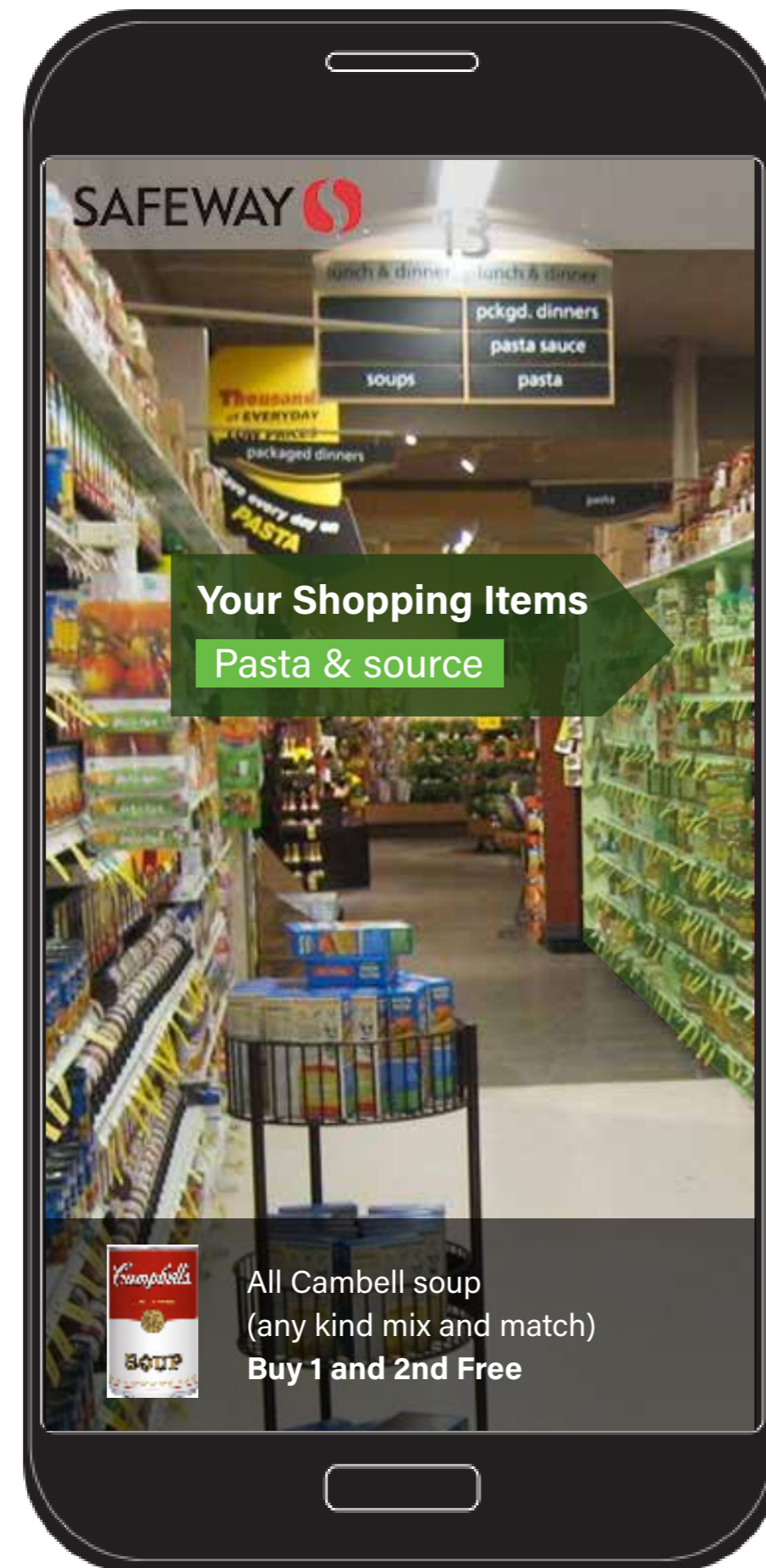
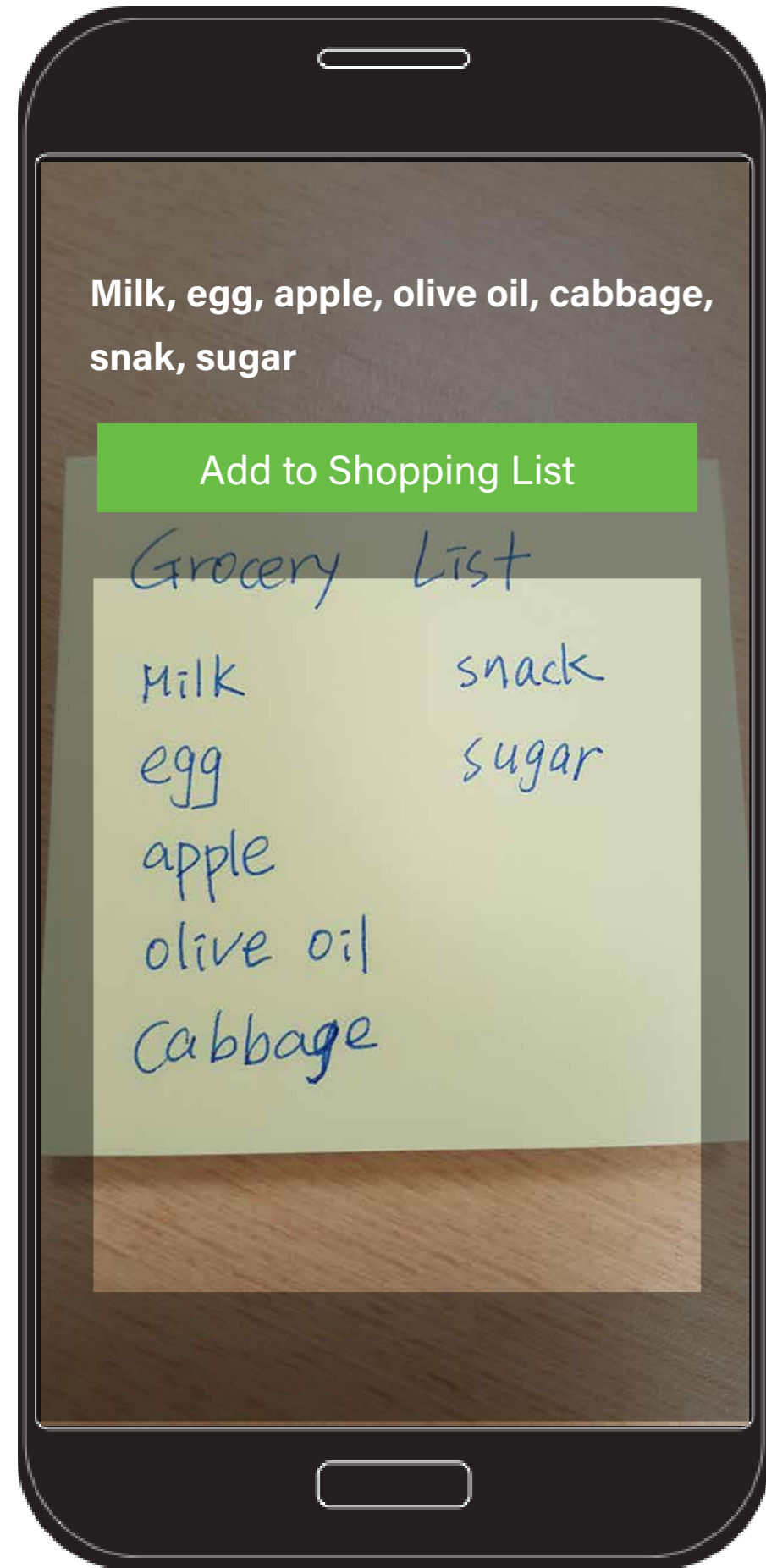
Recipes browsing

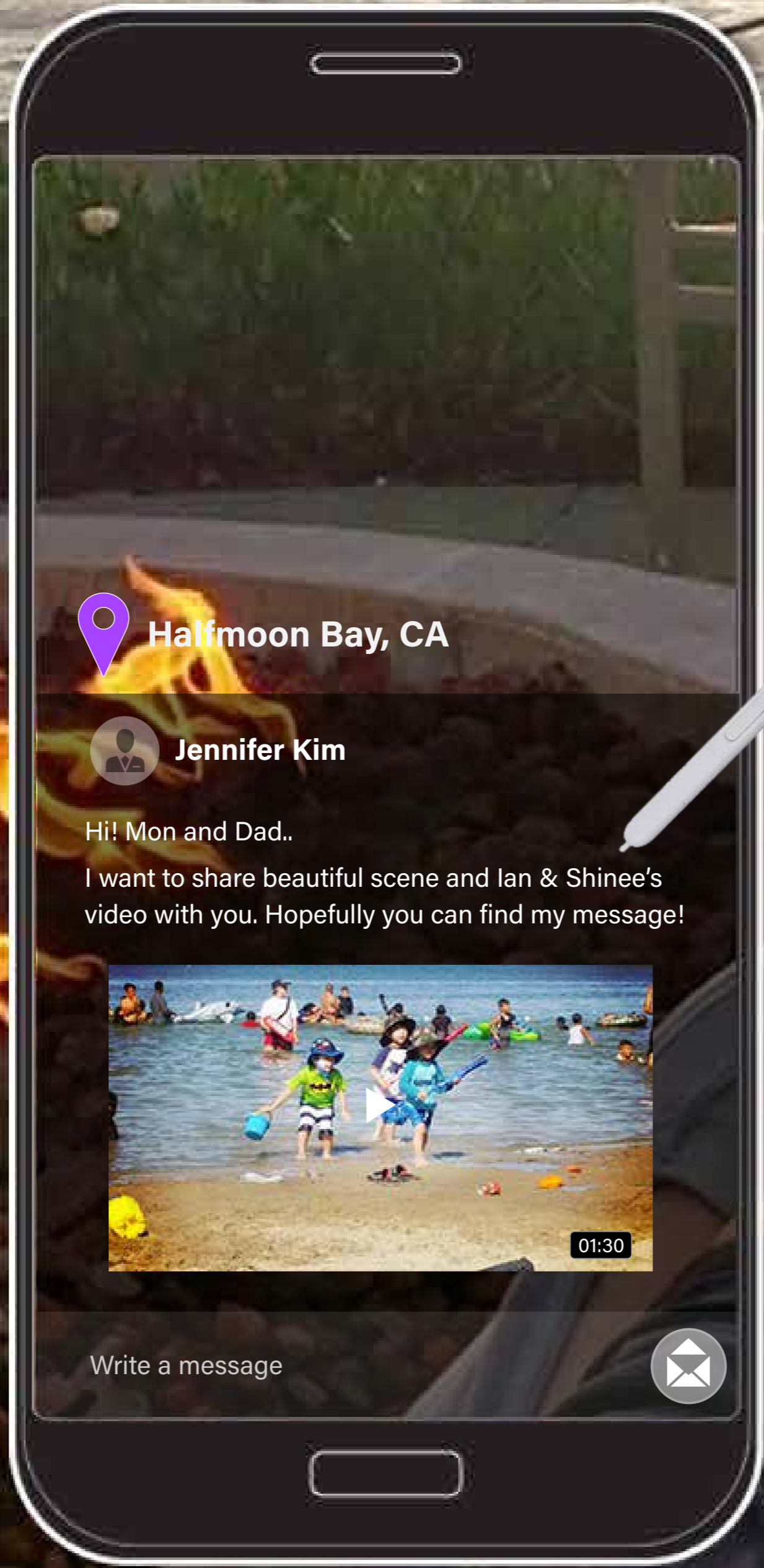


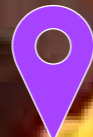
Comparison for multiple items

Shopping Helper

Create shopping lists and help shopping easy





 Halfmoon Bay, CA

 Jennifer Kim

Hi! Mon and Dad..
I want to share beautiful scene and Ian & Shinee's
video with you. Hopefully you can find my message!

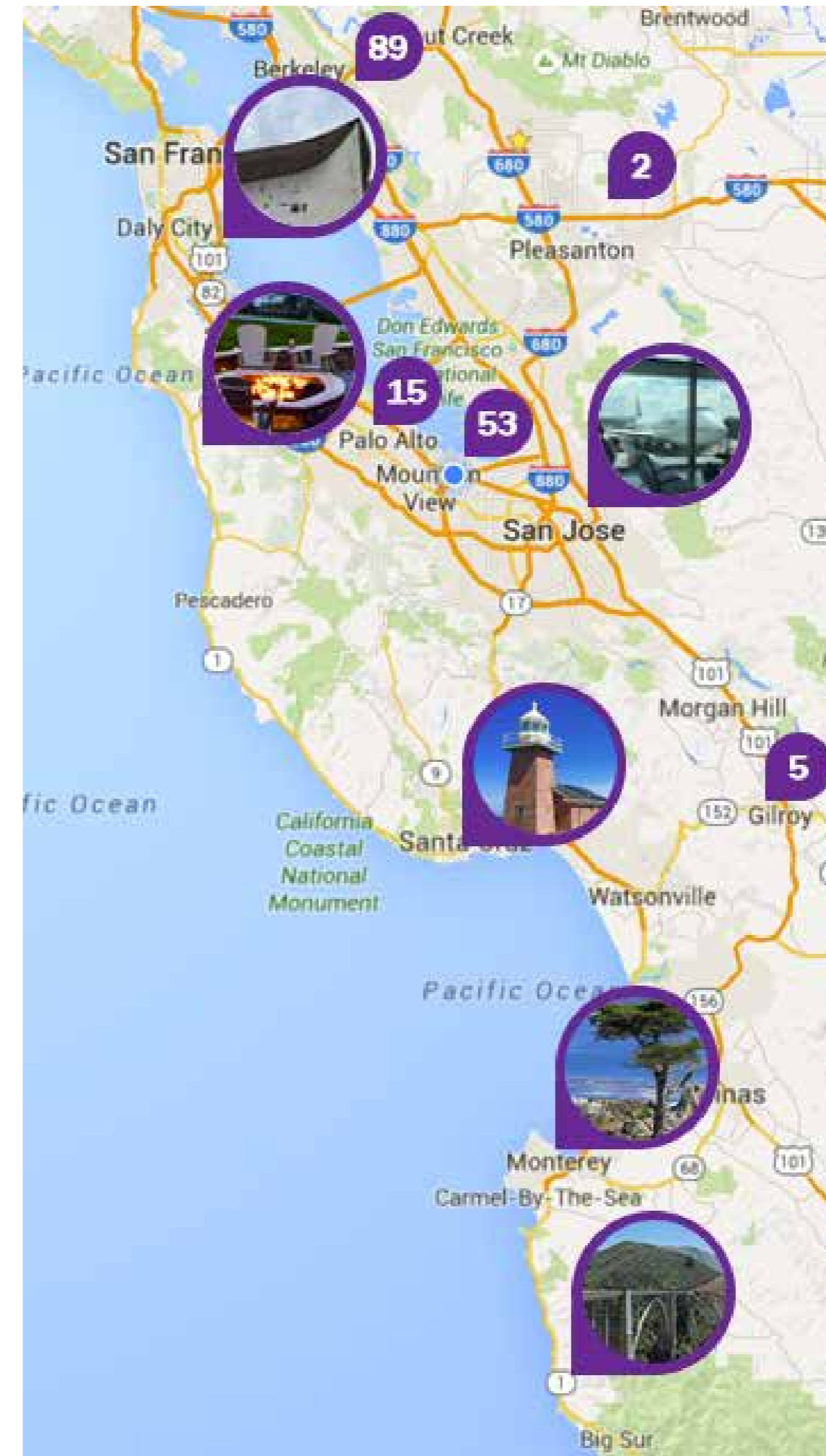
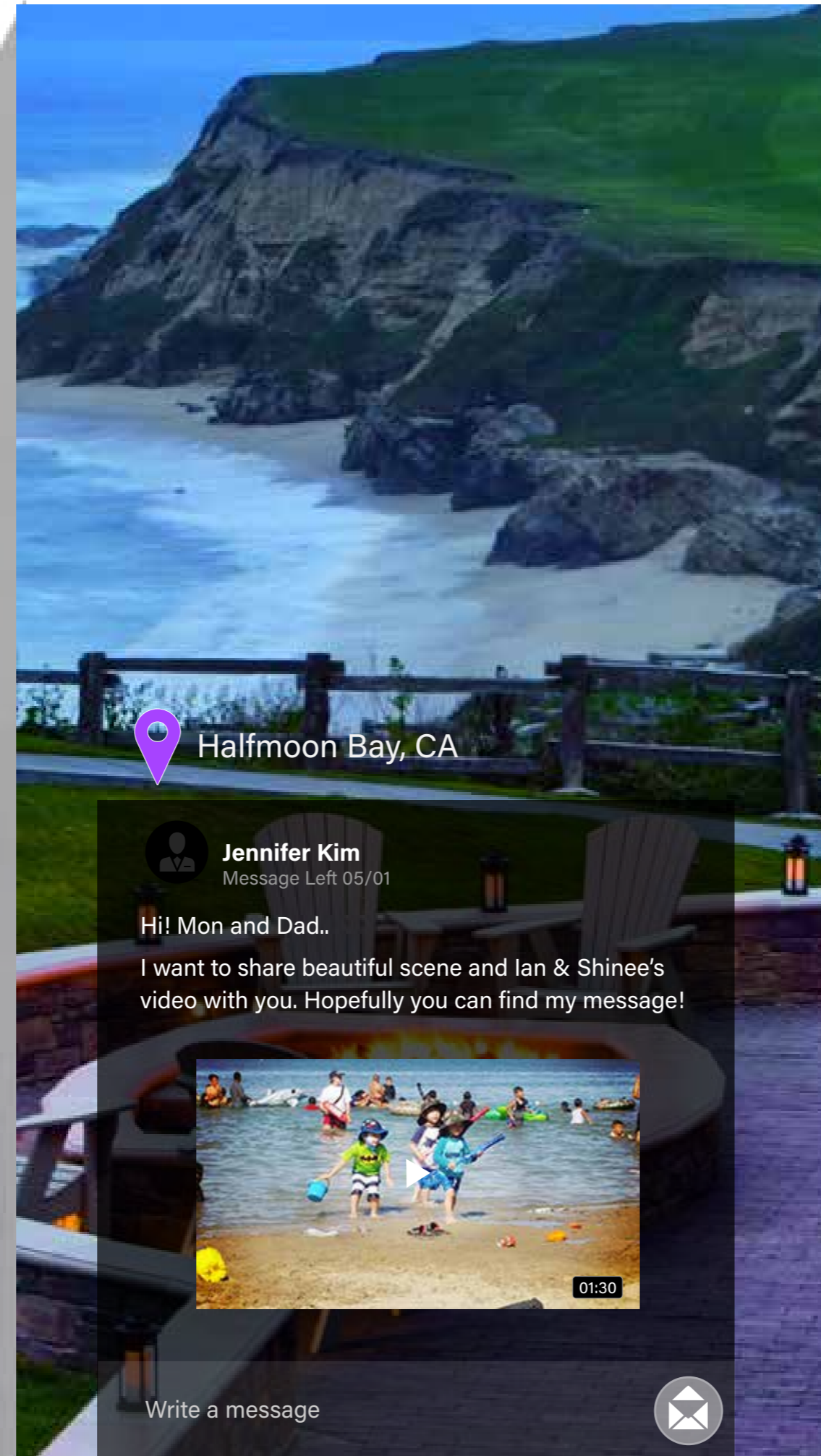


Write a message



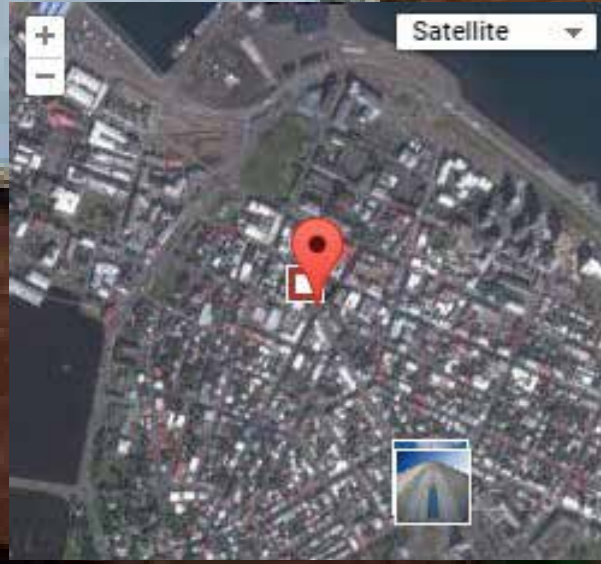
HIDDEN MESSAGE

MAIN FLOW





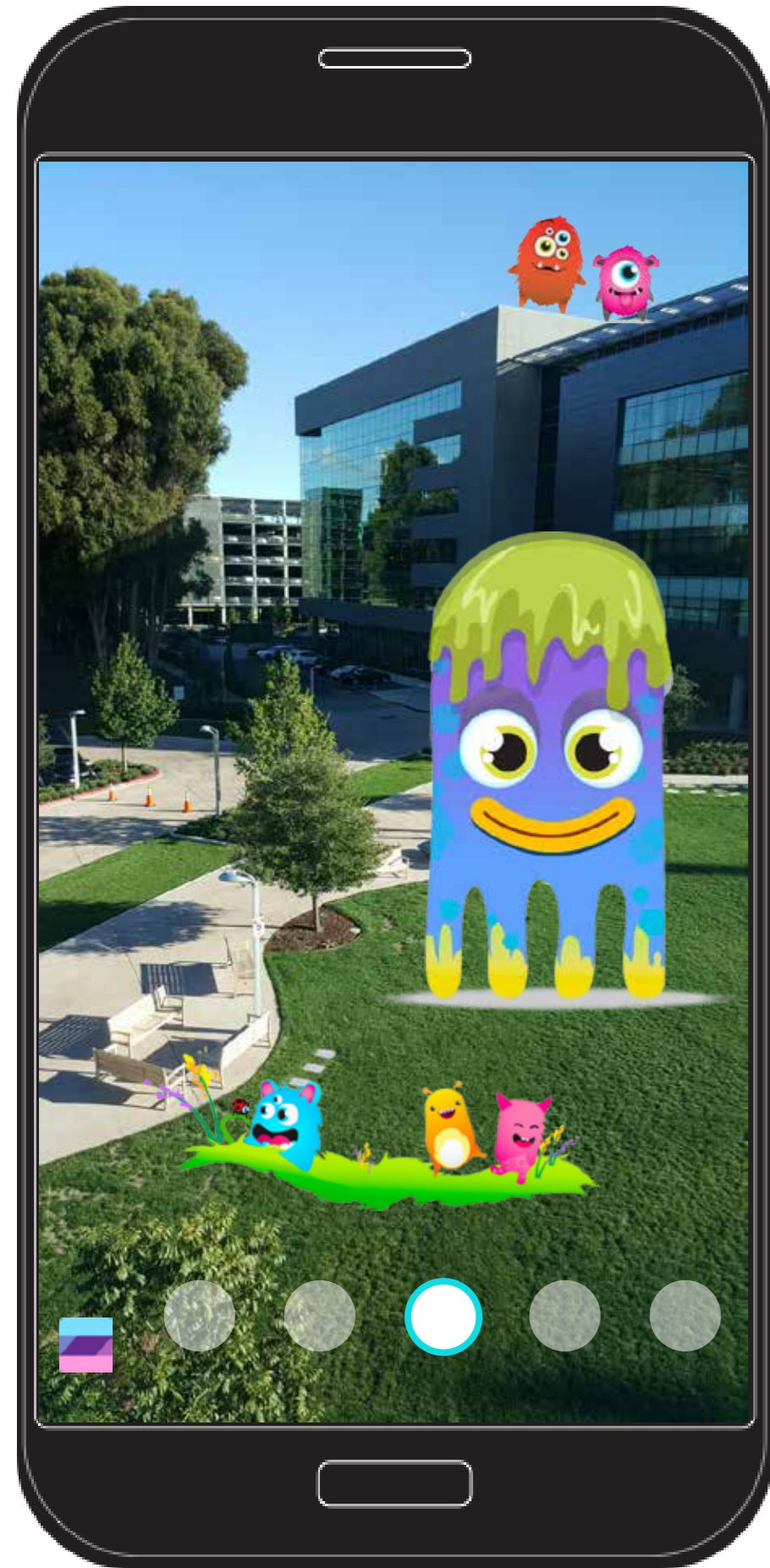
Mark!
This is your dinner! You can
Microwave fried noodle.





Virtual Object

Exploare creating and sharing virtual object





Caliente
600



14 mph

Range 48 mi

↑ Straight on Main st.
↘ Right onto Caliente
30ft



Music



Camera



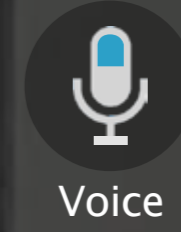
Video



 Samsung 55 inch



CH



Voice



Vol

MENU

SOURCE



Fornt Camera View



Game Motivated Health Activities

Game companion for S-Helath

