Augmented Reality Technology (AR)

From now on, you can fuse virtual and real worlds with the use of AR technology to your valuable customers.

What is Augmented Reality Technology (AR)?

This is an innovative way to show designated product features or scenes. Just with a smartphone or tablet with our associated mobile apps, virtual objects will interact with real objects. It also supports 3D graphics environment.

✔✔ Features and Benefits:

AR technology can bring much amazing experience to your customers. Demonstrate your products to your customers in a more vivid and interesting way in exhibitions. For toy industry, more diversified games can be derived from smart use of AR technology. More interestingly, to the real estate industry, this can help potential customers imagine how the future residential flat will look like. Thus, AR technology is a perfect tool for visualizing your products and impressing your potential clients!

Case Study1: Have you ever seen extinct dinosaurs live in 3D, and even taking photos with them?

Together with the Innovation and Technology Commission, we were pleased to present the AR technology at the Innocarnival 2013 held in early Nov in Science Park.

Apart from visiting the priceless skull of dinosaur inside the "Dinosaur House", the public could see the 3D dinosaur moves vividly through the iPad screen with AR Technology. Publics were all amazed by the 3D dinosaur that present in front of them. They could also take pictures together with the 3D dinosaur using the iPad. AR Technology propelled the audience's experience one big step forward, bringing fantasy to reality.

Let's Try It!

For ipad 2-4 and ipad mini users

Human body with an animal head? Let's create by using our app!

Let's Try It! ›

For iPhone user

For Android user

AR technology can also be applied to children learning tools. We are honored to have created a joyful mobile app with AR Camera in collaboration with MiQiMiQi. Download our apps and point the AR Camera towards the colourful MiQiMiQi animal masks, different 3D animal heads will jump out from the screen, corresponding to the animals which represent the children's personalities. Children enjoy much and have a great time especially when they take funny photos with those animal heads.

From the Media:

Sources from:
Sing Tao Daily,
27th Mar, 2014

Joy Aether發展「擴展實境」技術

Joy Aether 創辦人之一雷立基表示，Joy Aether 將會繼續留守科學園擴充業務。

喜悅導體有限公司（Joy Aether）營運副總裁及創辦人之一雷立基（Ricky）表示在科學園參與培育計劃期間，公司發展獲得多方面肯定，Joy Aether將會繼續留守科學園擴充業務。「科學園就像一個大社區，在這裡我們認識了很多志同道合的人。而且，我們的辦公室在科學園，也是培育計劃的一員，的確在形象上拿到更高分數，別人對我們的信任性增加，在開展合作關係時便更為容易。」

Joy Aether的意思是希望透過大氣內的物質傳播喜悅，Ricky指出這個物質便是流動應用程式。「四年前我跟合作夥伴看到流動應用程式的角色將會愈來愈重要，我們便離開當時的工作並開始創業。」Joy Aether現時的員工比加入培育計劃時增加了一倍，現正主力投入研發「擴展實境」技術（Augmented Reality，簡稱AR），和與周邊硬件配合的Apps技術。

「AR是在虛擬現實的基礎上發展起來的新技術，通過手機，將現實世界及虛擬世界混合，將虛擬的信息應用到真實世界，並將計算機產生的虛擬物體、場景或系統提示信息疊加到真實場景中，增強現實感。我們曾經將技術應用到科技及玩具展覽上，得到很正面的評價。希望未來引入的新資金能在項目上進行更多研發，將AR技術進一步普及化。」

Our Clients:

HKTDC 香港貿發局

DS 渠務署 Drainage Services Department

π 創新科技署 Innovation and Technology Commission

ACT NOW!

Start your tailor-made app and stand out from the rest of the crowd!

To get a **FREE** consultation, please contact:

address: Unit 313, 3/F, IC Development Centre, 6 Science Park West Ave, Hong Kong Science Park, Shatin, Hong Kong
telephone: +852 3482 5035
email: info@joyaether.com
Facebook: facebook.com/JoyAetherLimited

JoyAether
the mobile apps experts