YVISION
NATURAL INTERFACES
AUGMENTED REALITY

Who we are

YDREAMS

- Started in 2000
- 100 staff
- Headquarters in Portugal and Offices in Spain, Brazil and USA
- One of the world leaders in interactivity projects.
- 600 projects in 25 countries.
- YDreams is backed by Espirito Santo Tech Ventures and other investors
- YDreams is launching spin-outs focused on specific areas
  Ynvisible (listed in Frankfurt Stock Exchange) was its first spin-out
- YVision is a spin-out oriented towards Natural user Interfaces and Augmented Reality

vodafone · Coca-Cola · Pernod Ricard · adidas · BMW · Microsoft · NOKIA

Pioneer · Nike · Dove · Santander · NISSAN · NOVARTIS

BARCLAYS · TOYOTA · Sony Ericsson

Natural Interfaces
& Augmented Reality

What's good about Natural Interfaces
"User Interface that is effectively invisible"

- Unmediated
- Contextually interactive
- Intuitive
- Based on gestural maps
- Common interaction concepts in real-world
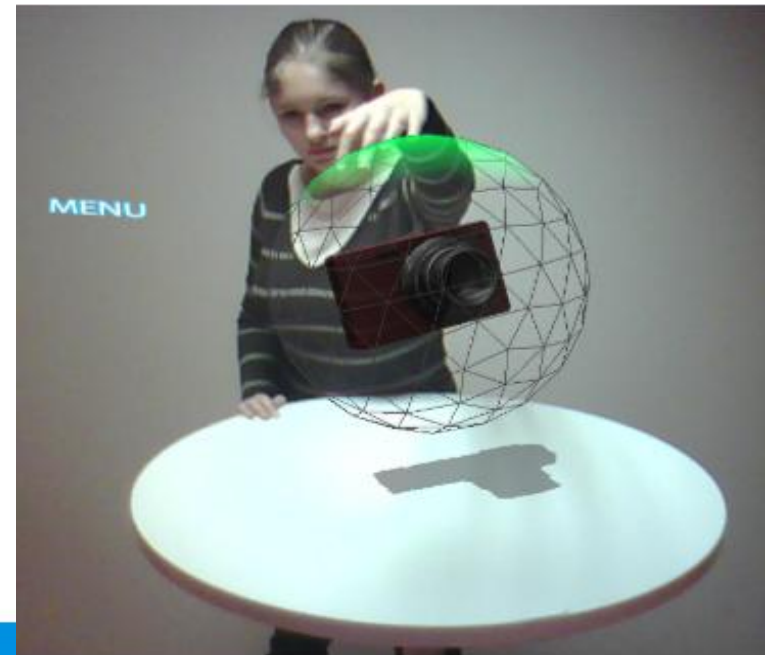- Pushing, pulling, dropping, touching, grasping

YVision 3D Natural user interfaces

Breakthrough Innovation

Virtual Content

Real Gestures

What's special about Augmented Reality?

- Combines real and virtual
- Is interactive in real time
- Not restricted to vision (voice, context)
- Seamless
- Intuitive
- Beyond the screen

Interaction is Ubiquitous

Image capture is everywhere thus...
Interaction potential is everywhere

Cross Media Platform

YVision SDK is able by design to deploy solutions in virtually any media device on the market

Examples are:

- Living room Consoles
- Set-top boxes (w/ cameras)
- Mobile devices
- Web browser
- Desktop PC/Mac

YVision Applications

- YDreams, YVision's parent company has developed over 200 projects for more than 50 Fortune 500 companies using natural user interfaces and augmented reality
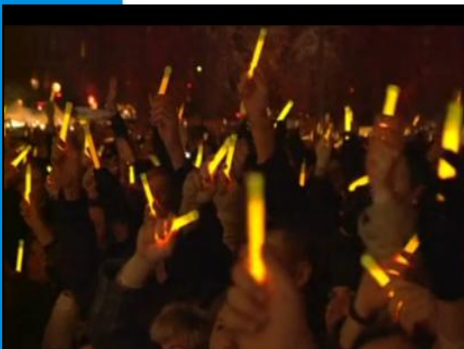
Nike Vault store in LA Staples Center

- 3D Gesture Applications
- 3D Gesture Interfaces
- Virtual Shadow to position the user within the frame

Audience Games with 20,000 people

- Everyone sees results of collective effort
- Crowds are engaged with the application
- Contents are customized to customer and event type

YVision Applications

Santander City
YVision used to model space, and robots to guide and interact with visitors
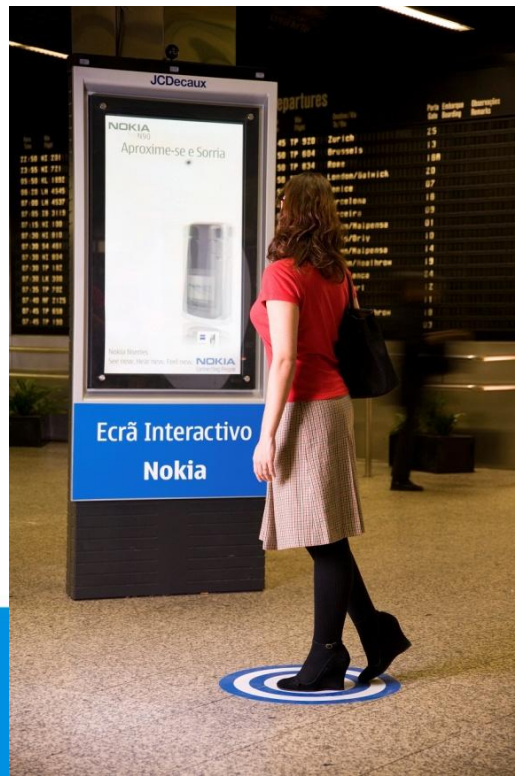
Nissan Walkway
Airport arrivers interact with projected advertising while walking

YVision Applications

- **Nokia Interactive Screens**
  Interactive Mupis show User face in interactive advertising
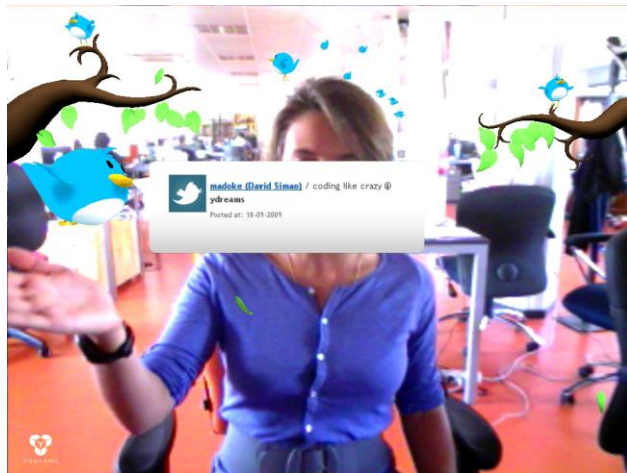
- **Vodafone AR application**
  Image recognition renders virtual information over real image

Web Media

- **FlyAR**
  Screensaver to manage incoming messages through interactive content

- **Developing communities of users**
  Facebook Aquarium

Concept – New Interfaces

- **Customized Platforms**
  Consumer Electronics Interfaces

Concept – Digital Signage

- **Customized Platforms**
  Systems of heterogeneous Displays and Sensors to interact according to context

Concept – Users as Content

- **Customized Platforms**
  Devices Recognize Each Player using 3D cameras
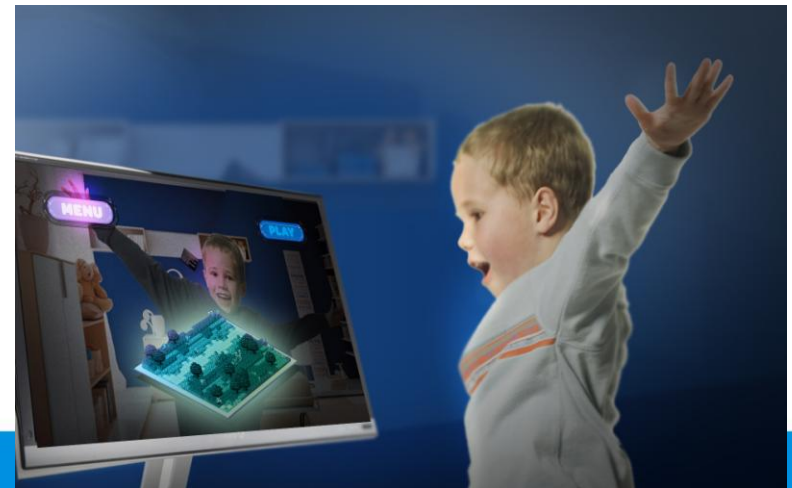
Concept – Interactive Brand Placement

■ **Customized Platforms**
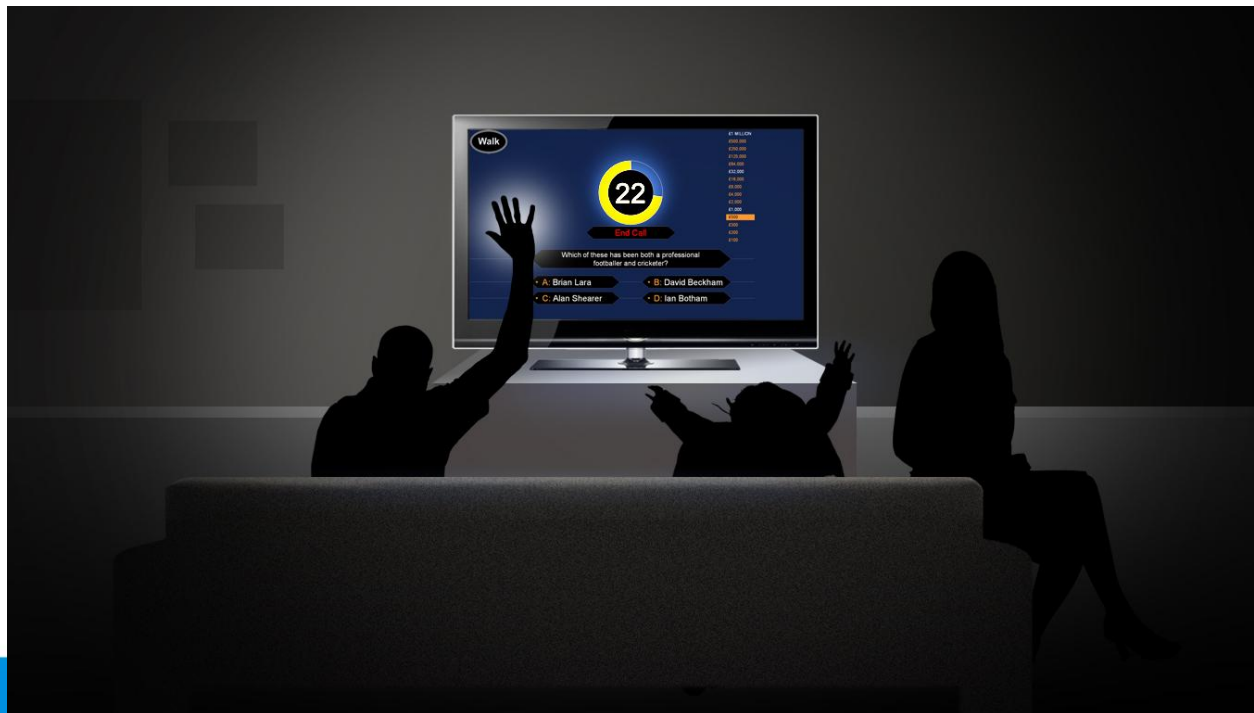Content interacts with user, enabling direct actions (e.g. direct buy)

Concept – Device adaptable apps

■ **Customized Platforms**
Applications adapt to device capabilities

Featuring Soon

- **Customized Platforms**
  Examples, Devices React to Particular User

Featuring Soon

- **Customized Platforms**
  Interactive Businesses

Concepts made Real

- **Customized Platforms**
  Examples, Almost Unlimited Interaction
  Possibilities, using 3D Cameras

  Point, Select, Move Objects, Throw, Rotate

Immersive Environments

- **Customized Platforms**
  Examples, "Interactive Roger Rabbit" inserting and controlling digital characters in video scenes. Beyond NUI: XUI (eXperience User Interface)

Mobile Interactivity

- **Customized Platforms**
  Examples, Mobile location based augmented reality applications

Building the Future

- **Innovation as daily business**
  The YVision Platform serves as base to develop innovative applications reaching new industries and markets

- Advertising
- Culture and education
- Retail
- Tourism
- Entertainment
- Health

YVision Recognized by Community

- Forums, Blogs
- Conferences, Fairs
- Media press

YVision, a Wordwide Award Winning Framework

- Cannes - Ermis Award
- ARE 2010 - Auggies Best Demo Award
- MIX09 - "Show Off" honorable mention
- Several Multimedia Awards

YVision SDK

YVision Architecture

- **Engine**
  - Paralel processing
  - Object behavior
  - Visualization tools
- **Modules**
  - Full fledged functionalities
  - Extendable plug-ins
- **Graphical User Interface (GUI)**
  - Visual development
  - Accessible to everyone

YVision SDK

Key Capabilities

- Ease of use – attractive GUI
  Opens development to wide range of engineers and designers

- Power without specialized programming & physics knowledge

- Supports multiple aspects of natural user interfaces and AR
  Marker, non-marker, spatial navigation, 3D depth cameras
  Seamless integration of physical and virtual

YVision SDK

Key Capabilities

- Integrates key differentiators
  Physics, image processing, tracking, distributed computing, multicore, artificial intelligence, data-driven, behaviors

- Mobile and PC versions
  Cross-platform output
  Viable from enormous to tiny displays

- Adaptable, modular architecture

- Applications developed using YVision SDK are accessible through a free YVision Player

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