The Future is Now: Augmented Reality Developers Can Finally Build Location Apps

Location-based augmented reality, or LBAR, has long been a dream for augmented reality developers. The reasons for this are clear:

● Location-based services allow for better customer attraction and retention.
● Furthermore, pinning AR features and content to a user's physical location creates a personalized experience that can't be matched in any other way.
● Such an addition to any AR app or service can forge a more meaningful connection between user and app, and allow developers to fine-tune user experiences for even better long-term engagement.

However, fully realized location-based augmented reality has been elusive for years. The difficulty in querying smartphone sensors at the right time and place, accurately displaying digital points of interest on the screen, and writing suitable code to integrate location-based mapping with an app's existing infrastructure have compounded to make it impossible for many developers to realize. Until now.

A Holistic Solution to Location-Based Mapping for Augmented Reality

Up until this point, augmented reality developers have had to rely on software development kits (SDKs) that are difficult to use, expensive to run, and challenging to integrate across various platforms. No longer.

ARwayKit is the answer. As a unique software package designed for easy location-based mapping integration into already existing AR products, it's set to reinvent the wheel for AR developers.

ARwayKit: The Future of AR Development

What makes ARwayKit so special? It has everything an AR developer could need: an SDK for hyper-accurate location, a Web studio (no-code Content Management System) and a mapping App

First and foremost is the mobile SDK. Using this agile and user-friendly SDK, developers will be able to add to their apps and pin AR experiences to physical locations. Even better, it's

compatible with both iOS and Android devices, and it's totally hardware independent (ability to run on any RGB camera).

On cloud localization (through ARWAY's Cloud Service) guarantees that developers have the ability to integrate localization services even into apps they've already created. No need to completely rewrite code from the ground up, or write platform-specific code. Just design, adapt, and go.
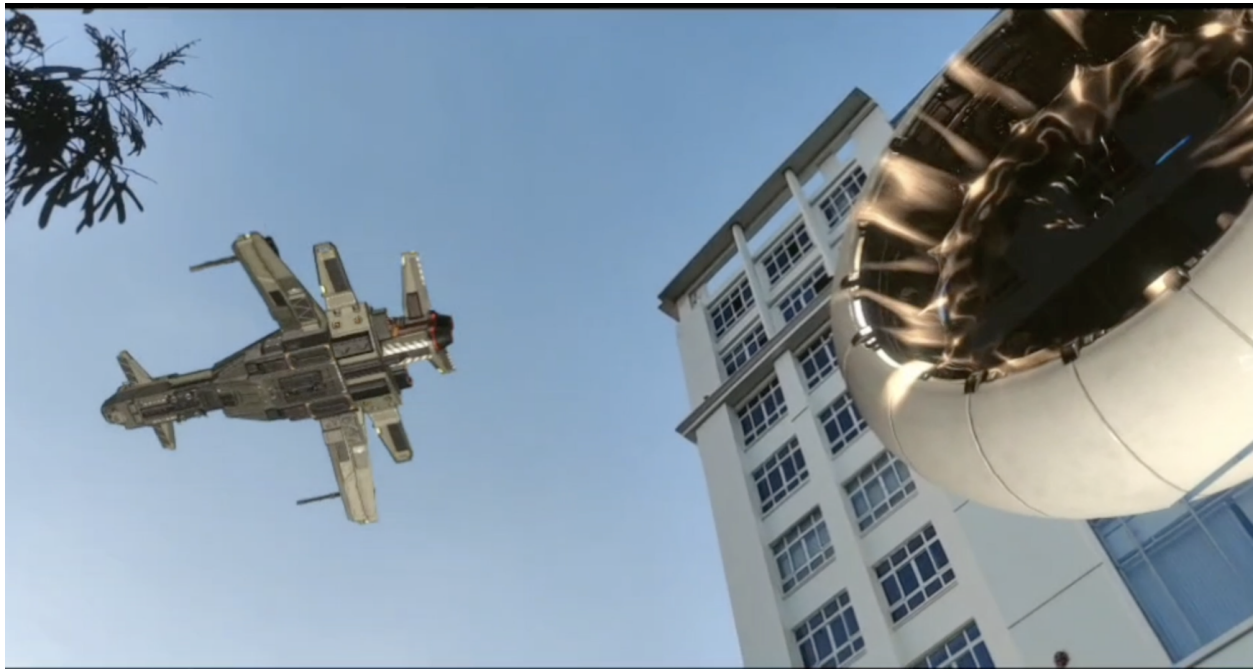
The no-code content platform (Web Studio) will allow developers to add to their services and apps with a minimum of writing effort. This is great not only for your content pipeline but also for scaling your app as it becomes more popular – who doesn't want to become the next Pokémon Go?

ARwayKit also provides a "Mapping App". This technology allows developers to capture unique and easily-pinned feature points in every camera keyframe. The result? Accurate location pinning that's stored through a point cloud map on ARWAY's own cloud infrastructure.
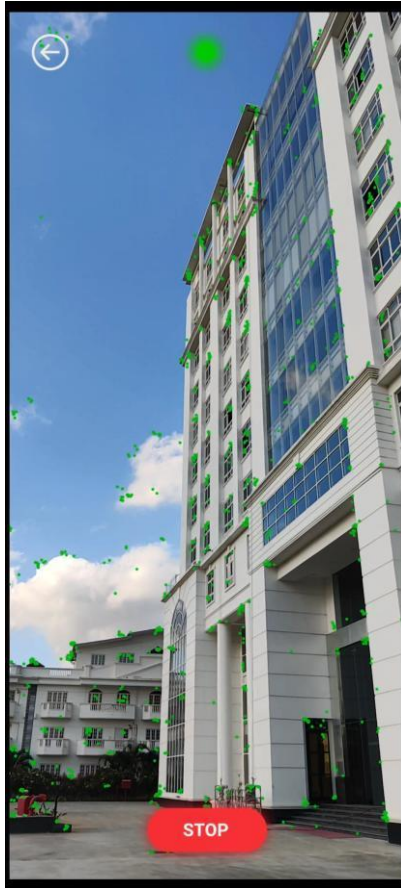
But ARwayKit is even more important to the industry for one last reason: it can help developers create location-based apps even in GPS-denied environments. You probably know that we spend 90% of our time in non GPS areas (indoors in particular). No longer are developers limited to apps tethered to GPS-heavy regions. Freedom is the new name of the game.

What Could ARwayKit Allow Your Team to Do?
Imagine:
- An AR social game where players participate in a magical version of their world with one-to-one representations of local landmarks and streets. Add some AR-generated dressing or landscaping and players could experience a fantasy, sci-fi, or old western version of their home town!
- Developing AR technology for treasure hunts – players could find geocaches or similar "treasure" hidden in location-pinged hideaways, while AR tech creates a more immersive and graphically impressive experience.
- AR technology that enables users to experience real-world locations through a time capsule effect. Such a user could stroll up to their town's city hall, while the AR program they use could automatically filter in an old photograph or computer-generated representation of what that city hall looked like one hundred years ago thanks to

location-pinging. This experience could be phenomenal for hobbyists, but also for schools and colleges!

Ultimately, ARwayKit and the location-tagging functions it can offer will allow any AR development team to push the boundaries of what augmented reality technology can achieve.

Try ARwayKit Before Competitors – Sign Up Now!

ARwayKit is on the horizon – and you and your team can be among the first to get access to this innovative tool. With ARwayKit, you'll be able to boost user engagement, create unforgettable and unique experiences for augmented reality users, and realize your team's highest AR goals. Sign up today and revolutionise your location-based apps.