Using Layar to Educate

Assignment #3

ETEC 522

Professor David Vogt

Allan Cho

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My name is Allan Cho and I am the new (mock) founder and CEO of Layar Technologies and I am here today to show you our newest product, the Layar Mobile App. Since my start as CEO of Layar, I have worked vigorously and energetically to channel this company's strategic directions towards **educators.**   Thank you for allowing me the chance to present you with the first ever image recognition augmented reality mobile app for educators.   Our company's newest augmented reality product, **"Layar to Educate"** is customized for teachers, publishers, and game designers.

Please do read through this venture proposal, using the contents page to guide you through the detailed topics of Layar. If at any point you have any questions, please do not hesitate to contact us directly at inquiries@layar.com, or call Layar Investor Relations at 1.800.343.5222.

Thank you,

Sincerely

Allan Cho
CEO and Founder

TABLE OF CONTENTS

CURRENT TECHNOLOGY LANDSCAPE

As an educational and technology entrepreneur, I see great potential for the use of augmented reality technologies, but on the flipside there is still much confusion regarding its accessibility and what it can actually provide for users. The Horizon Reports in both 2010 and 2011 rated augmented reality as a key emerging technology.

Currently, the use of mobile technologies is still vastly limited to a web-based environment in which information is still exchanged on a web-based platform (notably, web browsers). Even with the emerging use of mobiles (phones and tablets), users tend to draw information in a web-based platform. Namely, users must "look down" at their phones when they browse the web or interact with others online.   Consequently, mobile devices have been treated as a novelty which functions mainly for quick – albeit inconvenient – mini-screen web browsing.   Even though there have been educational apps developed, none of these have utilized the power of augmented reality.

Why have we shifted our direction to education?   Here are the **problems** I currently see with mobile technology for educators:

- There are currently no augmented reality educational apps available – Layar is the ***first***

- What can mobile devices do that computers cannot for teachers?

- Current apps are used mainly for commercial applications, but there is **no one single** app specifically geared for educators

As stated above, the limitations of mobile media resulting in it not meeting people's needs or standards is a huge **opportunity loss**. **"Layar to Educate"** is the perfect chance to use the latest cutting edge mobile technology to **revolutionize the world of education.**

THE SOLUTION

"Layar to Educate" is the perfect solution to revolutionizing the way mobile technology is used in classrooms and teaching environments. Imagine scanning your mobile device over a portrait of Michaelangelo and learning about the artist.   Imagine waving a tablet in Central Park and viewing archival images of it at the turn of the 20th century.   Layar will change the method of how users interactive with the real world, bringing students into an educational environment that becomes interactive and engaging.

Layar is everything needed to add digital content to static print media. In just a few quick steps anyone can build a campaign and instantly launch it across classrooms around the world - all with the help of Layar's simple and intuitive interface. No computer developers are required, no web expertise necessary.

Layar allows teachers and educators to add a whole new kind of digital interaction to their teaching materials. Print items can now come to life with video displayed directly on top of them. Not just a link to a website --- *now the videos play right there on top of the page!*   And it couldn't be any easier to do. Any print image can be 'recognized' and trigger information immediately over the screen

Allan Cho, Layar

Please download the **"Layar to Educate"** app onto your mobile and scan the following logo to see it in action!
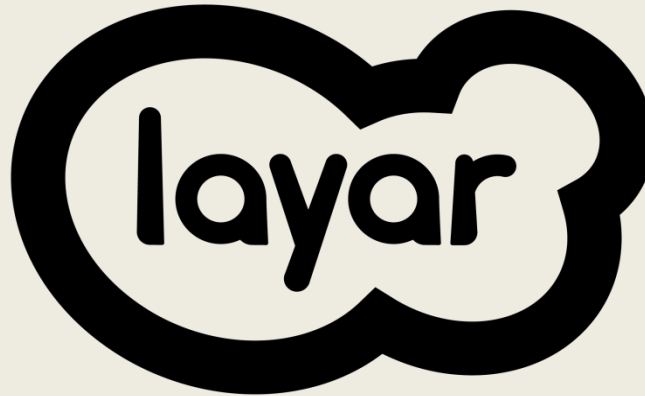
For years now, publishers and libraries have wondered how teachers and readers could be analyzed – how do we understand how much of the book do they actually read? How do we keep track of the content that appeals to readers? And how do we provide mobile apps value to teachers?

By using Layar on their mobiles, teachers are able to track comprehensive statistics.   Imagine the ability to analyze and optimize textbooks for students.   Layar's statistics and analytics help teachers with their classes' performance from multiple levels.   And textbook publishers can see how readers are engaging with their content. Track time, clicks, users, views and more!

Here is how Layar's services can enhance the teaching experience:

Teachers:

- 24/7 hotline for troubleshooting and technical assistance for teachers and instructors

- K-12 experts provided for consultation

Allan Cho, Layar

- Sample lesson plan templates created for teachers to use and modify

- Statistics of student engagement using Layar provided to teachers provided

Educational Publishers:

- Quality assurance technicians assigned to each customer to ensure guaranteed success

- Statistics of reader engagement using Layar provided to publishers

Educational Game Designers:

- Analysts and technicians assigned to each customer to ensure guaranteed success

- Statistics of game playing engagement using Layar provided to designers

- See below for an on-screen experience of augmented reality gaming in action!

(*Image: University of British Columbia Architecture class project sample design*)

BENEFITS AND ADVANTAGES

The Layar app is designed to motivate students and users while also allowing

instructors to create a positive, exciting, and interactive environment where learning,

presenting and displaying information is easily represented and understood.   As our

product is currently the only device of its kind, we are aware of this and are ready to

take hold of this current problem and change the face of technology.   Here are reasons

why:

- Layar essentially replaces QR codes and bar codes

- Any physical 2D image can be 'tagged' with information

- Allows gamers and developers to remix the real world

- Allows users to add their own drawings, text, images and stickers to magazines, posters and more by simply scanning them with a smartphone

- Can share screens instantly with remote participants, so **every student** can see and contribute to the work in real time, regardless of location

Customer Reviews

What Customers have said about our products in the past:

- "*Layar has allowed me to creative interactive, fun, and easy projects for my high school class. I love using my tablet to teach my classes now*."

  -Joan Sidl, Killarney Secondary School, Vancouver, British Columbia

- "*Our sales have increased ten-fold since integration of augmented reality learning objects to our textbooks.   Parents and teachers' feedback have been extremely positive. They love the 3D effects that their books bring to their kids now!*"

  Jin Kim, Ajax Publishers, Coquitlam, British Columbia

COMPETITION IN THE MARKET

Market competition is already fierce with leading augmented reality companies such as Junaio and Google. In short, there is intense competition in the augmented reality product market.   Yet, what distinguishes Layar from the rest of the other augmented reality applications is that Layar focuses on educational initiatives. With our board of directors including **educational professionals** in both the non-profit and for-profit sectors, we have the experience and talent to advise on exactly what educators want.   In contrast to these other mobile companies, Layar focuses exclusively on education – for educators.

Layar has proven that over the past five years that has been producing some of the most cutting-edge in augmented reality technology mobile applications.   As a **professional team** of public educators, web analysts, and computer engineers, we bring the best talent on board.   Just think of the possibilities you are entitled to as prospective investors: the technology world as we know it will never be the same.

STRENGTHS – OUR TEAM

The strengths of Layar is our top notch team -- as we are determined to meet the needs of every customer, with hard work, exceptional collaboration and the will to create the best products on the market.   Our company is constantly improving and developing new features for our products and as dedicated:

- Our organization is based on highly trained professionals

- Our team consists of former public school teachers, professional computer engineers, and web analysts

- Layar is built by entrepreneurs

FUTURE OF AUGMENTED REALITY

Augmented reality has taken technology in education, business and gaming by storm and setting it to new levels. For the past five years Layar has been leaders in the market of innovating mobile technologies for educators. With augmented reality, we are channeling our energies for education. Along with our products, our company provides a foundation where we are reliable and trusted for the devices we create and as investors. Is this not the most important aspect when investing in a company?

- Investors include Intel Capital, Sandstone Capital and Prime Technology Ventures

- In February 2011 alone, Layar raised $3.4 million

- 8% - 38% of the global population currently owns a smartphone capable of running Layar. This is expected to grow to as high as 60% by 2016.

- The Layar application leads the market with over 20 million installations and between 2 and 3 million users who open the application each month (active users). Other AR apps see lower penetration figures on both Android and iPhone platforms.

- Of all digital content displayed in print, roughly 20% are clicked through to the underlying action (e.g., video, web-shop, mobile site, Facebook page, etc.).

(Layar White Paper)

As a company that continues to strive in the global economy, we are constantly planning and creating new devices and tools that will challenge the speed of this technologically advancing world.

SO . . . WHY INVEST?

Throughout our pitches, we have shown you statistics, consumer comments, the current technology problem, our solution, as well as our team determination and many years of commitment to our products and company. We have shown you that we will work hard to produce numbers for you and continue to grow as a company together. Please consider our offer, as we know this is a once and a lifetime opportunity.

We are open to discuss your interests in our company, as well as any offers you would like to make. Also, please refer to our Investor FAQs website for any additional questions you may have, http://investor.layar.com/faq

We look forward to hearing from you soon.

Thank you again for your time.

"For five years, innovation and dedication to excellence have been at the core of our business. With our new direction, we aim to have educators achieve better results with mobile technology products that support student-centered learning. We help publishers become more effective in making educational print products and game designers for more interactive games with the real world.   Together, we will continue to change the technology world and are asking you to jump on board and change it with us".

-CEO & FOUNDER Allan Cho

SELF EVALUATION

I really enjoyed this assignment and creating my 'imaginary' new educational mobile app for educators – "Layar to Educate." I have followed Layar's progress as a technology and a tech start-up for a number of years now, and even use it with my own work as a librarian.   Layar has a number of years of experience as a company and in the augmented reality sector, and has created the first ever campaign.

 I envisioned taking Layar as a company, and creating a product that would enhance it for educators.   With so much competition in the augmented reality sector – Junaio, Wikitude, Google Goggles – could Layar potentially break free from this herd and create a special app for educators?   Not only would "Layar to Educate" be that app, it would cater its services and programs for educators.

Yet, the one weakness I found throughout this experience was creating both pitches to meet the appropriate time requirements.   In doing so, I was forced to omit quite a lot of information and try and make the pitches as engaging as possible, which was definitely more of a challenge when it came to the elevator pitch.

For my elevator pitch, I focused on the new product, "Layar to Educate", the focus on education, and years of experience of the company's team. I believe that investors will be interested in learning more about our product from this pitch because it is highly engaging and leaves viewers wanting more, which is where my venture pitch fits in.

In my venture pitch, I decided to target the major areas of augmented reality and explain to investors the strengths and potential of this company. By showing these critical topics, investors will have a good idea where the company stands, if they are a

reliable team and what kind of future augmented reality and Layar have together.   In

the real world, I really do think there is great potential for using augmented reality for

education and I tried to convey this through my venture pitch for "Layar to Educate."

During this pitch, I also showed how important it is for Layar to differentiate itself from

competitors in the market.   In showing the statistics, my venture pitch also intends to

show investors the future of augmented reality as a technology, while leveraging the

strength of Layar as a mobile app.