

A Layar to Augment Reality

Written by Marco Attard
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Layar announces an extension to its mobile augmented reality (AR) platform, Layar Vision-- enabling phones to recognise real world objects and display digital content on top of them.

The company says Layar Vision should make it easier for developers to create user experiences involving multiple enriched objects at any given time. A beta version will be available in a few weeks' time.

Layar entices developers further with a Layar Creation Challenge, with \$55000 worth in cash prizes-- involving the search for 10 developers with the best concepts for AR technology use.

Q4 2011 will also see the release of Layar Player, which allows developers to incorporate Layar Vision features into their own mobile apps.

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