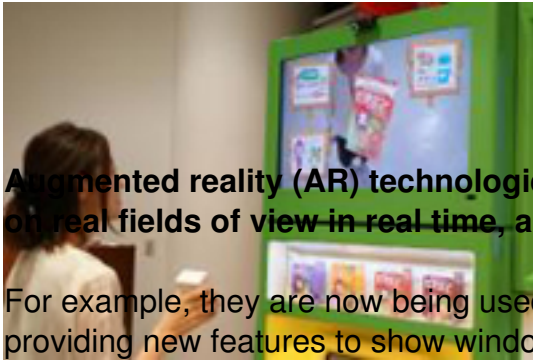# AR-based Interactive Displays Debut in Japan

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16. 01. 2010

Augmented reality (AR) technologies, which superimpose information from computers on real fields of view in real time, are now in use on streets in Japan.

For example, they are now being used for improving item description on digital signage, providing new features to show windows and helping shoppers find stores.

One of the Japanese companies, Toppan Printing Co Ltd., is testing a terminal that looks like a vending machine but features AR functions to showcase products at several Ito-Yokado supermarkets.

Consumers can use their mobile phones to read the QR codes (printed together with sample product information on electronics fliers available on Toppan's website). After completing member registration on the web, they receive a QR code. When they show the QR code to the camera equipped on one of the terminals, they can get a sample product.

When the package of a sample product is shown to the terminal's camera, the display on the terminal superimposes the description of the product on a real image.

In other examples from Japan: Sony Music Communications Inc (SMC) and Sky&Road Co Ltd are providing the "interactive show-window display using AR technologies" offering shoppers new experience. When a person stands in front of the display, it superimposes a virtual image around the person in the real image by using face recognition technology.

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