



YDreams – Software

PROPRIETARY SOFTWARE PLATFORMS FOR NEW INTERACTION EXPERIENCES

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BREAKTHROUGH AUGMENTED REALITY @ CES LAS VEGAS 2010

YDreams teamed up with Canesta, experts in electronic sensing devices, to present an innovative Augmented Reality system, based on the YDreams' proprietary software and Canesta's sensing camera.

The breakthrough relies on the possibility of having marker less Augmented Reality interactions based on depth sensing and 3D referencing. This occurs in a live video image, in real-time, eliminating the need for cumbersome add-ons or the standard AR markers, creating a seamless gesture-based interaction.

This technology will allow more powerful and effective AR applications, in fields ranging from entertainment to business applications.

ABOUT YDREAMS SOFTWARE DIVISION

YDreams develops proprietary software in the fields of Augmented Reality, gesture-based interaction, immersive environments and computer graphics.

As human-computer interaction specialists, we combine our software with technologies such as mobile computing, location-based services and robotics, which we then integrate into our interactive environments, experiences and products.

The company has 10 years experience working with computer and mobile systems and has consolidated a network of international partners and clients that license and distribute YDreams' technology.

TECHNOLOGY PLATFORMS

Interactive Applications – YDreams' own advanced programming platform, which generates powerful interactive multimedia applications that combine technologies such as 3D, physics simulation, computer graphics and gesture interaction, in a stable and efficient environment. The software lets users easily create modular interactive installations and platforms that use augmented reality, image processing and recognition, artificial intelligence and mobile technology.

Augmented Reality – The company's work on Augmented Reality (AR) has resulted in patent-pending software that allows marker less AR applications and depth sensing, with features such as occlusion and shadow casting, among others.

Mobile Systems – YDreams draws from nine years experience working with mobile systems, having been at the forefront of Location Based Gaming (2003) and Mobile Control of remote interactive displays (2004), using in-house developed Technology.

R&D AND INTELLECTUAL PROPERTY

YDreams develops all its software in-house at YLabs, the company's think-tank and R&D hub comprised of professionals who have worked for award-winning Fortune 500 companies, and on special effects production for major U.S. movie studios. YDreams has also established partnerships with global specialists such as Microsoft, Canesta and Nokia.

YDreams works with top North American professionals to expand its Intellectual Property portfolio, which includes registered trademarks in the U.S., Europe and other jurisdictions, and 14 patents encompassing clusters in the areas of Augmented Reality, Computer Vision, Electrochemistry, and Location-Based Services.

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