

Layar wins Netexplorateur Grand Prix 2010

The Netexplorateur Grand Prix 2010 has been awarded to Claire Boonstra, co-founder of Layar, the augmented reality mobile browser. Layar is one of the Netexplorateur 2010 award winners: 11 pioneers behind the most promising digital innovations worldwide, presented at the 3rd Netexplorateur Forum on February 4th and 5th, 2010 at the Senate, Paris. An awards ceremony will take place on Friday, February 5th.



centuries ago.

Available for both Android and iPhone, Layar, the first augmented reality mobile browser, superimposes content and data over the view seen through a mobile phone's camera lens. Designed in the Netherlands, Layar is an open platform technological platform. The support of developers around the world is bringing out an ecosystem of applications. One of the first "layers" or augmented reality applications is in the property sector in France: if you're on the lookout for a flat, as you're walking down the street phone in hand and you see a building you like, the relevant sale or rental ads appear on your screen. Other applications show what a building project will look like once it's finished or how the city used to look

Netexplorateur Forum co-founder Thierry Happe states, *"No fewer than three augmented reality projects were rewarded this year, reflecting the latest revolution in the digital world. The Web is melting into the real world. This vanishing frontier is driving the underlying trend that our Observatory calls "SprayWorld". The open access to augmented reality offered by Layar points to its swift development."*

The Netexplorateur Forum has become a key annual event that enables political, business and media leaders to understand digital issues. With 600 participants, 50 institutions and businesses and 26 countries represented, 11 award winners and the analysis of 100 emerging global practices, the 3rd Forum is in line with growth momentum of the digital sector.

The 2010 Netexplorateur awards

In the eye of the digital hurricane, the Netexplorateur awards illustrate **4 major fields of innovation that point to tomorrow's uses of digital media.**

1- Augmented reality: enhancing multimedia applications for the 3rd digital revolution

SCREENLESS SURFING

Patti Maes / Sixth Sense - USA

Sixth Sense is a portable augmented reality interface comprised of a mini-projector, a miniature video camera and a mobile phone for screenless surfing portable. Thanks to the combination of this new interface, the mobile Web and the Internet of things, we won't go onto the Net anymore, we'll live in it.

SHARE INFORMATION BY CLICKING ON A FACE

Hampus Jakobsson / TAT Augmented ID - Sweden

A mobile phone recognises a face, links the social media content the person has chosen to share and displays it on screen. The tag cloud that appears reveals the person's virtual identity or data that others can download directly.

And Layar, the Netexplorateur Grand Prix 2010

2- The endless possibilities and applications of the mobile Web

THE MOBILE PHONE AS A CHANNEL FOR SOLIDARITY

Lukas Biewald and Leila C. Janah / GiveWork - Kenya & USA

GiveWork is a mobile application for creating micro-work for people in need while freeing the service's user of the need for contractual relationships and freeing trade. This new method of humanitarian outsourcing enables underprivileged women or refugees to improve their living conditions.

THE MOBILE PHONE AS MEDICAL LAB

Aydogan Ozcan / Mobile LUCAS – USA

Developed by researchers at UCLA (California), this innovation uses a mobile phone to analyse microscopic particles of blood or saliva. The application turns everyday tools into an affordable solution for remote or war-torn regions.

3- Smart objects: technological innovations accelerating change

THE EMERGENCE OF CAR2.0

Shai Agassi / Better Place - Israel

Better Place is a network of standard battery recharging and changing stations for electric vehicles. The project's innovation lies in the smart grid that guides drivers to a station, schedules the changeover and handles billing.

SOFTWARE: EVERYONE'S CREATIVE ONLINE

Tao Chen / Sketch2Photo - China

Sketch2Photo is Web software that can instantly create an original photomontage from a rough online sketch by searching image databases and mixing together components. This innovation points to the endless possibilities in terms of simple image processing and easy creativity for every Net user.

FAIRE D'UNE VITRINE UN ESPACE INTERACTIF AVEC LE CONSOMMATEUR

Julien Letessier / Eyclight - France

This patented technology turns any kind of surface – window, wall or floor – into a giant touch screen capable of detecting and reacting to people's movements. As they pass by, the display comes to life and onlookers can interact with the news or advertising on screen. This innovation opens up a return to targeted individual advertising as opposed to mass marketing.

Web 2.0: the boom in dematerialisation and social media

SOCIAL MANAGEMENT ASSESSMENT

Gavin Symanowitz / GetaGreatBoss – South Africa

Get a Great Boss is a website that enables candidates to find out about their future employers through the appraisal of other members of the team or former co-workers.

THE NEW DIMENSION OF SOCIAL ADVERTISING

Seth Goldstein / People Powered Ads - USA

SocialMedia.com designs and produces advertising campaigns on social networks based on favourable conversations about products. With the networks' agreement, the company enables its customers to track, select and highlight what people online are saying about their brand and incorporate them instantly into its advertising.

THE ENVIRONMENT-FRIENDLY WEB

Leonardo Bonanni / SourceMap - USA

SourceMap is a collaborative online database that lets consumers find about a product's carbon footprint and origins throughout its supply chain.

About the Netexplorateur Forum

Created in 2008 by Martine Bidegain and Thierry Happe, the Netexplorateur Forum is a unique event where 600 French decision-makers from business, politics and the media gain exclusive insight into global digital innovation. It has already awarded 20 innovations ranging from social networking to augmented reality via cleantech and new consumption models.

www.netexplorateur.org

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