



INCREMENT P CORPORATION

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INCREMENT P Launches AR Pedestrian Navigation App, "MapFan AR Global" for the iPhone

Free downloads offered to celebrate launch

INCREMENT P CORPORATION has announced the release of "MapFan AR Global", an iPhone app that uses Augmented reality (AR) to provide pedestrian route guidance information to the App Stores in Australia, New Zealand, Singapore and Japan.

"MapFan AR Global" is an app which supports users to find intuitively the pedestrian route to a destination without relying on a map. After setting a route to a destination from one's current location, a pedestrian route and guidance information is projected onto the actual view seen through the iPhone's camera. This app is the global version of "MapFan eye", an AR pedestrian navigation app which achieved the No.1 ranking in overall paid apps at the App Store after its release to the Japanese market by INCREMENT P.

"MapFan AR Global" lets users arrive at their destination easily and without stress by holding out the iPhone's camera because its intuitive display shows the way to go and where to turn. An auditory sound or vibration acts as a reminder at the turn points, so users do not need to watch the screen constantly.

To celebrate the launch of "MapFan AR Global", INCREMENT P offers free-of-charge period for three weeks from March 5, 2014. (After the period regular price is \$2.00-). Do not miss this chance to experience the convenience of this AR pedestrian route guidance that removes all the worry to find the way to your destination.

To download "MapFan AR Global", go to:

<https://itunes.apple.com/jp/app/mapfan-ar-global/id820093646?mt=8>

Note: For the developers to create function to call up "MapFan AR Global" from external apps and websites, the specifications for external linking are available with free of charge. Everyone can take advantage of "MapFan AR Global" to direct users to the intended destination,

● For details on external linking specifications: <http://www.mapfan.com/publicapi/mfarg/>

Product page : <http://mapfan.to/arg>

Product photos: <http://youtu.be/L11wf4lqW0Q>



About INCREMENT P CORPORATION

INCREMENT P is creating digital maps, and supplies them to car navigation industry, and provides various location-based services to the market.

For more details, please visit: <http://www.incrementp.co.jp/english/>