



# Pokemon Go; Smartphone VR and AR at Google

# It seemingly came out of nowhere...

**July 5**

Released in the  
U.S., Australia,  
and New Zealand

**July 11**

Still 3 markets,  
21m+ DAU's in  
U.S. (passing  
Candy Crush)

**July 25**

Most successful  
mobile game ever  
in the U.S. based  
daily active users

**July 26**

Downloaded  
70m+ times;  
earned \$35m+ in  
global revenue  
from IAPs\*

...but it wasn't an overnight success...

# Some more facts...

- Pokemon Go was built by **Niantic**, a Google company spun off with the creation of Alphabet. CEO John Hanke had early vision of Pokemon Go through his company Keyhole in early 2000s.
- Niantic released AR game **Ingress** in 2012, a multiplayer (MMO) location-based game where players compete for control of points located at physical landmarks in their neighbourhood, while increasing their own power by tapping into minor landmarks. Sound familiar?
- On April Fools Day 2014 Google Maps launched an easter egg in Google Maps where Maps users could find Pokemon in the map.
- Pokémon Go is almost totally based on Ingress. Niantic set out to seek commercial partners and the Pokémon Company was a fit. The familiarity was key.



Why is Pokemon Go so  
successful?

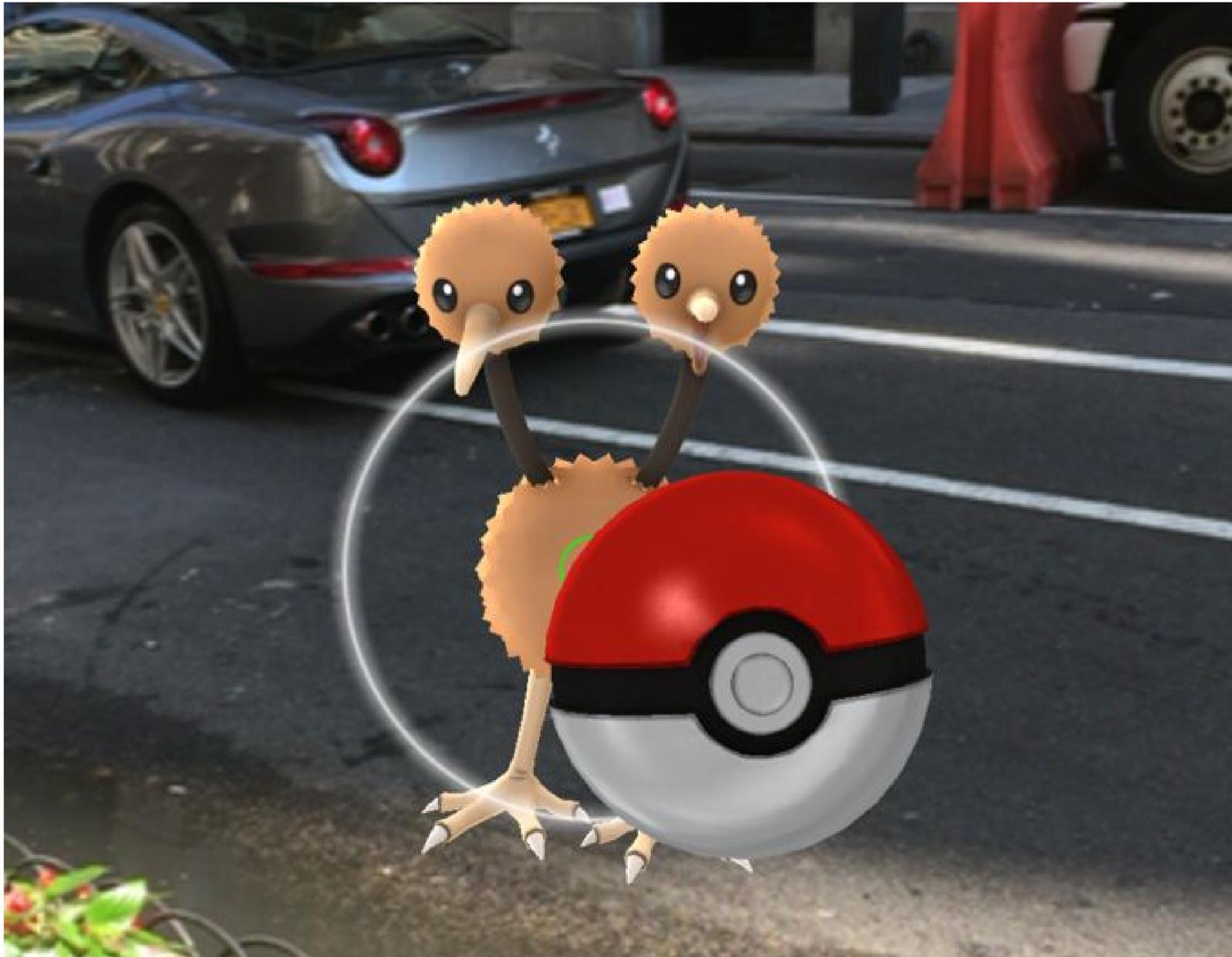
***Pokemon has a strong fan base.***



***Community as a feature.***



***AR brings the world of Pokemon to real life.***



# What is AR?

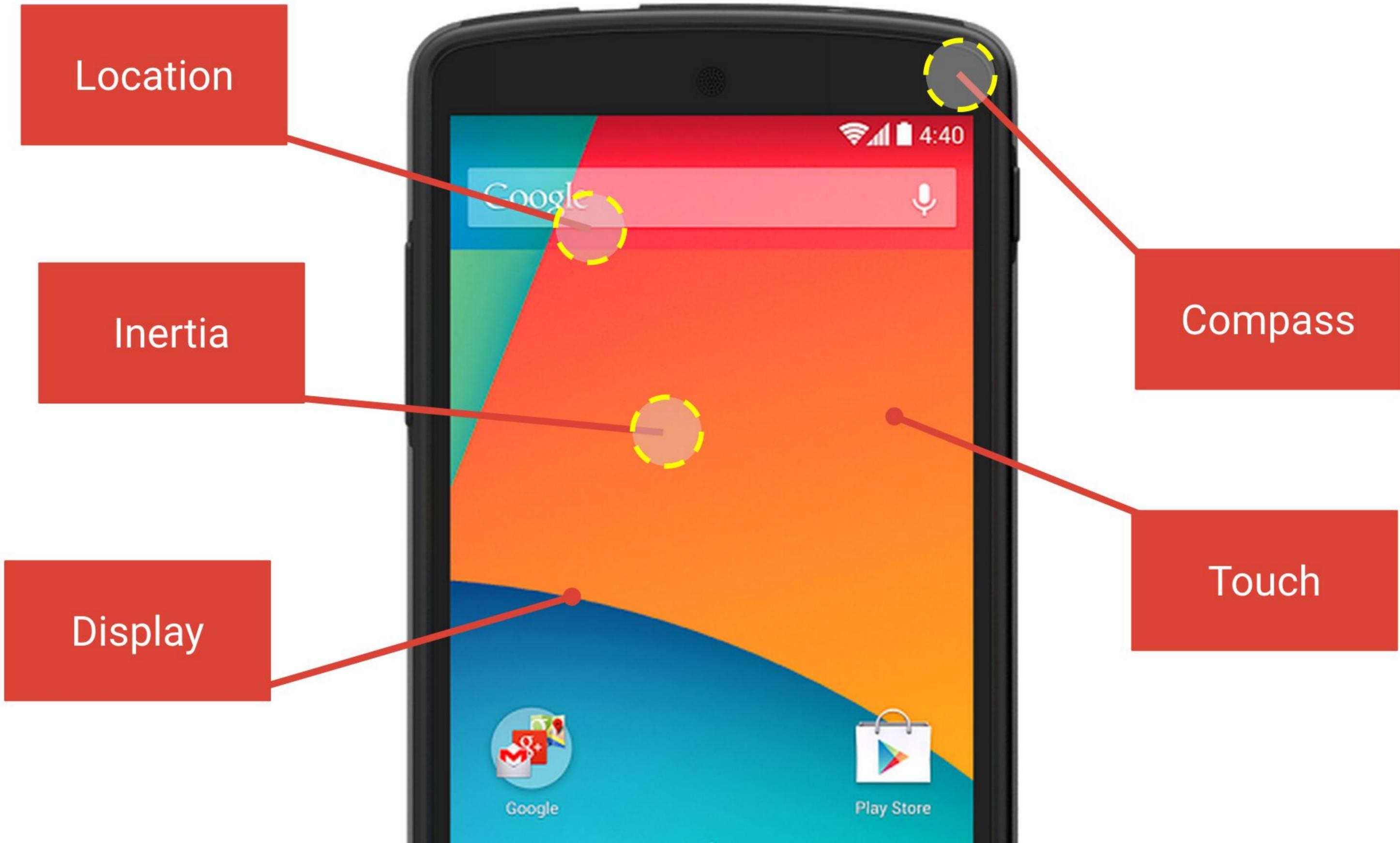
## augmented reality

*noun*

a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.



Translations, word origin, and more definitions



# Smartphone VR/AR & Google

Google's mission is to organize  
the world's information and  
make it **universally accessible**  
and useful.



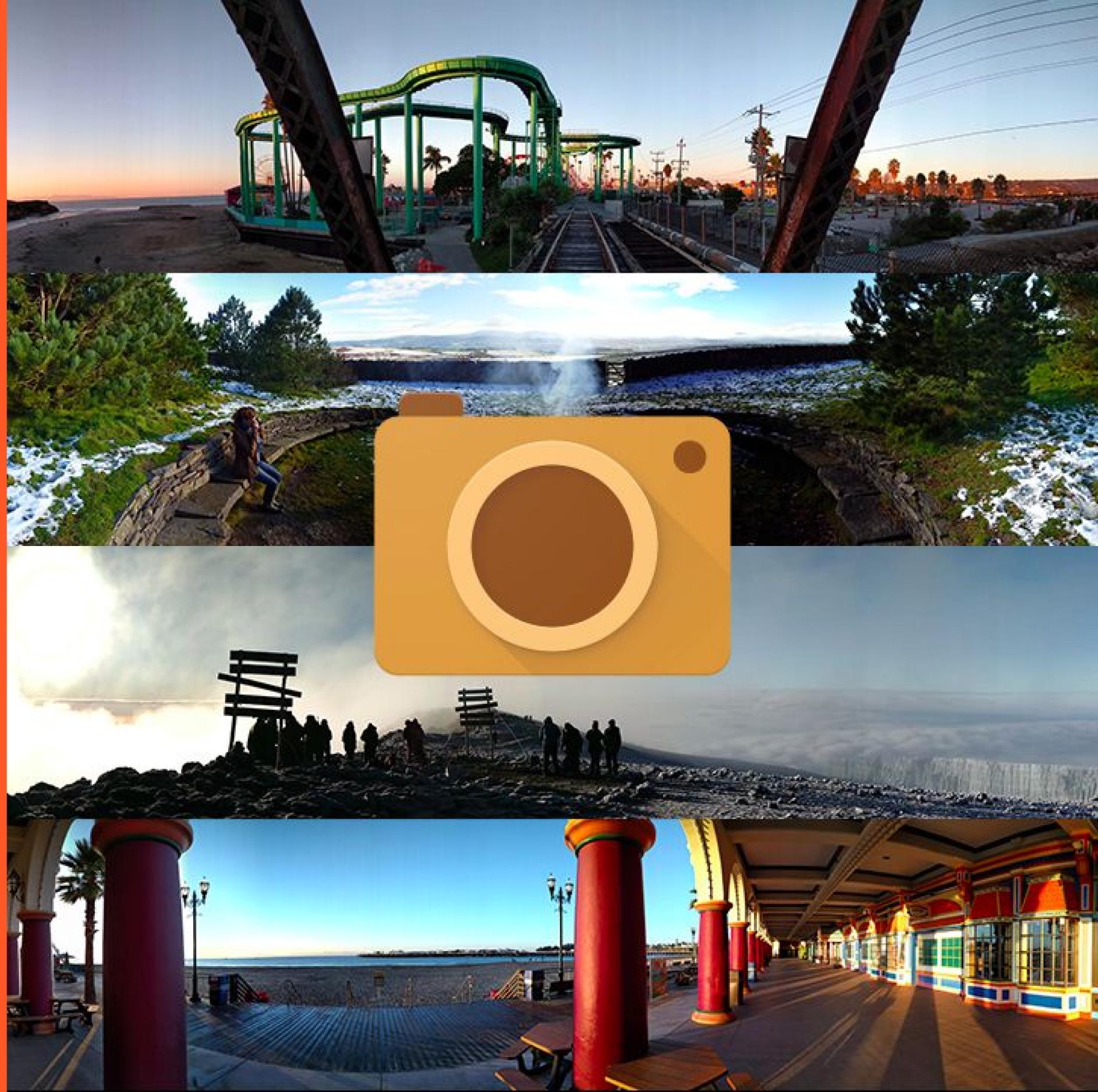


# Cardboard Camera

Android app that turns the smartphone in your pocket into a VR camera.

1M+ VR photos taken since Dec 2015 launch

VR photos is a brand new kind of panoramic photograph with depth (i.e. stereoscopic 3D) and sound

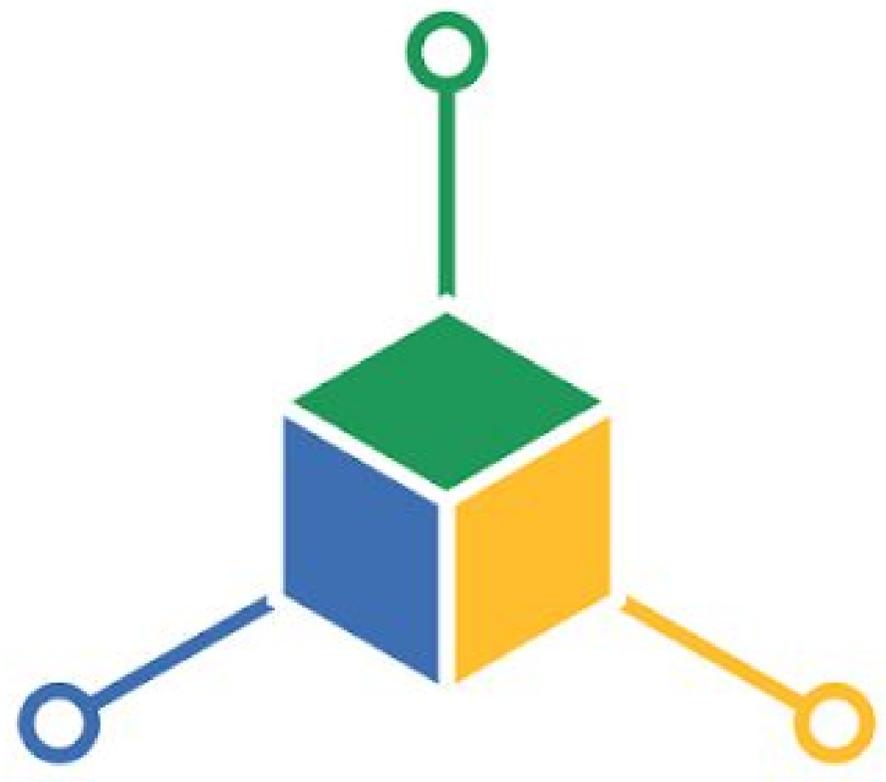


Machu Picchu is an Incan citadel set high in the Andes Mountains in Peru, above the Urubamba River valley.



A 360 panoramic view of Machu Picchu.

It is situated on a mountain ridge above the Sacred Valley which is 80 kilometres (50 mi) northwest of Cuzco and through which the Urubamba River flows. Most



= AR for Everyone















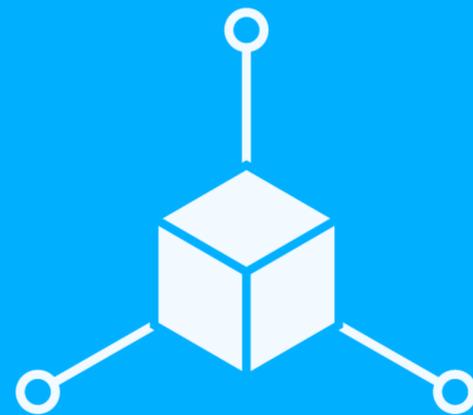


# MEASURE YOUR SPACE



Elementals





help everything and everyone  
understand where they are  
and what they see

**Thank you!**