LIVESPOT
Anywhere Anytime

For Immediate Release

Going on the Elephant Trail in London

One of a kind AR application helps parade fans navigate through the capital's largest outdoor art exhibition on record

18 May 2010 – LiveSpot has created an Augmented Reality mobile application to help elephant spotters en-route as they seek out some 250 magnificently painted life-size models of the Asian elephant across London.

The application allows users to simply hold up their phone and view all elephants in the area. The technology makes use of the phone's camera and onboard GPS to orientate and locate elephants within a set vicinity. Users can choose to have results displayed across augmented reality, map view or list view.

Beyond spotting elephants, LiveSpot has incorporated interactive functions that allow users to sign the petition and share a link to the application on Twitter and Facebook.

The added bonus of the application is that the wonderful works of art will still be available, virtually, long after the parade is over.

The application is a collaboration between LiveSpot and parade enthusiast Michael Murphy, who has amassed a commendable collection of photographs of elephants from the campaign.

The application runs on iPhones and Android phones (eg. HTC). The application is available through iPhone and Android Augmented Reality browser Layar: http://m.layar.com/open/elephantparade

Information about the Elephant Parade is available at:
http://www.elephantparadelondon.org/

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About LiveSpot

LiveSpot brings businesses a whole new realm of connectivity and engagement with audiences through innovative mobile solutions based on SMS, MMS, GPS, WAP and Bluetooth technologies.
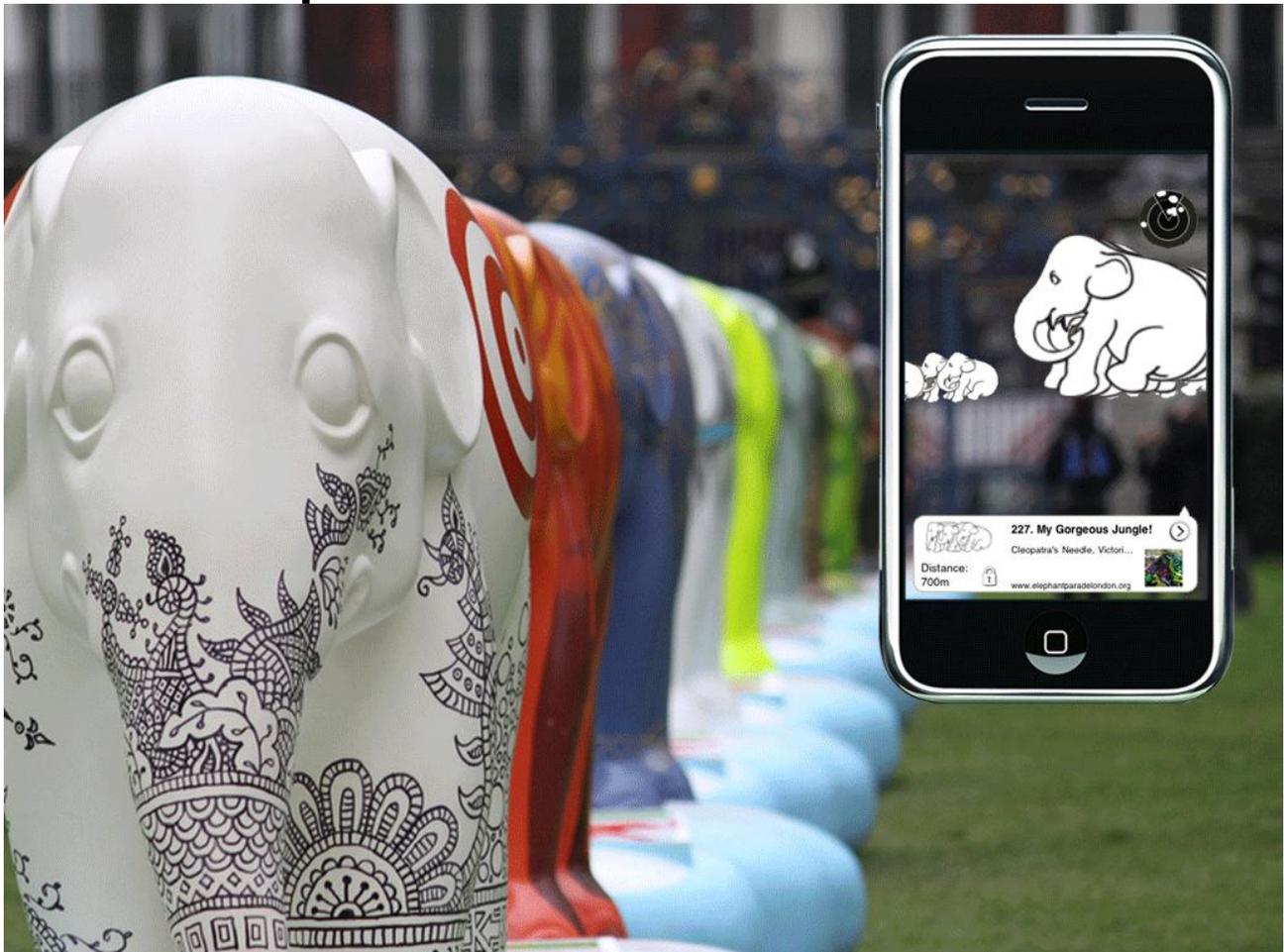
We are pioneering Augmented Reality (AR) technology in Australia with the release of LiveSpot Property and LiveSpot WA FuelWatch applications for Android handsets and the Apple iPhone.

As part of the Web Measure group, LiveSpot offers highly customisable solutions which bring together the best of web and mobile technologies to support all-encompassing digital programmes.

For more information, visit www.livespot.com.au

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LiveSpot Elephant Parade 2010
Technical Specifications Sheet

Handset compatibility
- Apple iPhone 3GS
- Android phones such as HTC Hero, Samsung Galaxy, Motorola Droid and LG GW 620

Browser requirements
- Layar AR Browser, downloadable from iTunes (version 3.1.1) or Android store (version 3.5)

Application Features
- Search parade elephants in London within a 100m - 5km radius
- View elephant images in AR, map or list view
- Sign the petition
- Share links on Facebook and Twitter