

JoinPad and the Istituto Superiore Mario Boella make the Augmented Reality field in Italy grow with applications based on the Epson Moverio smartglasses

The Istituto Superiore Mario Boella, selected as alpha testers of JoinPad's new development kit that includes stereoscopic features, will boost the development of new projects for the industry. Two events will take place in Turin to present it to the public.



Milan, 11th of March 2015 – JoinPad, the Italian company that develops Augmented Reality solutions for the industrial world, is developing a new SDK (Software Development Kit) dedicated to creating applications based on the Epson Moverio smartglasses. For this project JoinPad chose the ISMB - Istituto Superiore Mario Boella, center of applied research and innovation based in Turin focused on Information and Communication Technologies (ICT), as a partner for the testing of the solution and the next Augmented Reality projects.

The new SDK will be equipped with many powerful features to build applications that take advantage of the characteristics of the Moverio, in particular the stereoscopic vision, which is one of the characteristics that make the Epson product unique at this point in time. JoinPad's SDK is a powerful tool for developers who want to access the world of smartglasses in a fast and effective way. With the new SDK and the tutorials that will be made available it will be easy to create new applications and services related to the industrial world, games,

social media and any application with a positive impact on the society.

ISMB is a center for applied research and innovation focused on Information and Communication Technologies (ICT). Founded in 2000 by the Compagnia di San Paolo and the Turin Polytechnic University, today the Institute disposes of the technological and process related expertise of about 150 researchers working in close collaboration with companies, academia and government. "The Institute - says John Colombo Director of ISMB - operates based on the model of knowledge management, not only in the process of creation of innovation, but also by following the implementation phase and the subsequent evolution in close collaboration with industrial partners such as small and medium sized businesses or also large industrial groups including Ansaldo, Mediaset, Microsoft, Selex-Elsag, SKF and Telecom Italia. "

"Based on the experience grown during the first two years of development on the Moverio smartglasses - explains Mauro Rubin, President of JoinPad - we decided to create a product that would make life easier of developers and interaction designers in the process of creation of Augmented Reality applications. Our algorithms for stereoscopic vision allow to exploit the uniqueness of the Moverio being

binocular giving everyone the opportunity to create new ways to interact with the surrounding environment. "

In our field of research and innovation - says Paul Mulassano, deputy director of ISMB - we see great potential for Augmented Reality applications. In addition, our research activities in collaboration with companies and strategic partners, encounter a strong interest in the Moverio technology that, thanks to its characteristics, enables the realization of advanced solutions, able to let companies make a jump in quality."

Two upcoming meeting occasions for companies and developers to present the new SDK and the potential of Augmented Reality

In collaboration with Epson Italy, Frontiers of Interaction and the Istituto Superiore Mario Boella on March 19th, 2015 JoinPad will organize a workshop dedicated to the world of augmented reality in which it will present the new SDK to companies and developers. During the workshop, as well as a theoretical session where you will learn the potential of Augmented Reality applications, there will be a practical session in which developers will be given the knowledge necessary for the design of an application in Augmented Reality, both from the point of view of the design as well as from the usage of the framework. The three companies will meet again in April at the Droidcon Event in Turin, where they will present the next generation SDK to the public.

JoinPad (www.joinpad.net)

JoinPad is active since 2010 in the field of industrial applications. The company develops and distributes solutions and consultancies targeted at simplifying business processes supplying customers innovative instruments to interact with the industrial environment. In 2011 JoinPad presented in Las Vegas (USA) the world's first a wearable augmented reality solution based on smart glasses making use of machine vision algorithms for industrial diagnostics and maintenance processes. In 2013 SR LABS, leader in the field of eye tracking integration, entered the company as shareholder, creating one of the most important companies focused on computer vision. The unification of the two companies has allowed to further strengthening global partnerships with companies focused on last generation wearable devices, allowing Joinpad to supply highly competitive products and services based on the latest technologies.

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