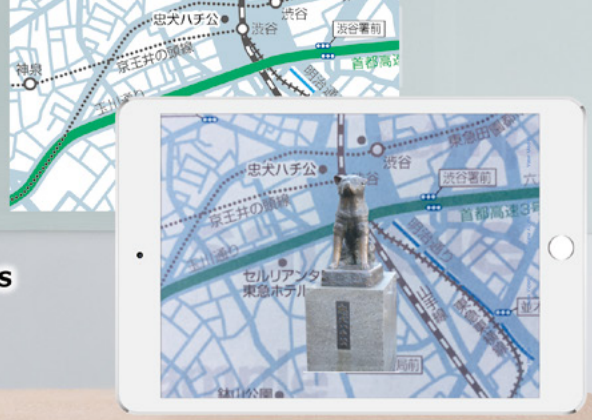




iOS/Android/Unity Cross Platform  
Advanced AR (Augmented Reality) Engine for Mobile Apps

# Kudan AR SDK



## Overview of Kudan AR SDK

Kudan AR SDK is a mobile AR SDK that is compatible with iOS and Android with platform support through a Unity plugin. It supports both highly accurate marker tracking, as well as markerless tracking, based on Kudan's proprietary Computer Vision technology (which allows computers to acquire, process, and analyze digital images or videos).

Kudan AR SDK is hardware agnostic and does not require the latest smartphones. It can be used with a wide variety of devices without platform limitation.

## All-in-One SDK for AR (Augmented Reality)

### Markers and Markerless



Kudan AR is an SDK engine available that supports both markers in excess of over 15,000 local markers and markerless that can be displayed in any 3D space. It provides unmatched performance, such as image recognition accuracy, speed, and display quality.

### Cross-Platform



The AR SDKs have native platform APIs, such as ObjectiveC, Swift for iOS and Java for Android. Developers can deliver superior AR apps without requiring the latest smartphones. Unity engine plugin is available for cross-platform development.

### From Indie Development to Embedded System



The core KudanCV engine written in C++ enables the fastest and most robust performance with minimum memory footprint. Therefore, it can run on anything from specialized VPU's in head-mounted devices to being embedded in a SoC chipset (available upon request).

### Configurable for Advanced Use



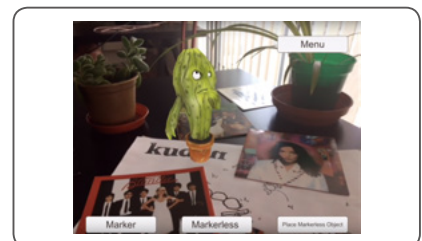
Kudan's high quality rendering support is ready for HD display and capture, and it supports high-quality 3D graphics with map/shader and real-time texture morphing.



Marker 3D



Markerless AR



Unity Plugins

## The Backbone of SDK: **Kudan Engine**

### **No dependency on server/cloud**

- Immediate response when scanned
- No 'per scan' cost
- App can be used without network connection
- Can update target and AR data on-the-fly

### **Advanced Rendering**

- HD graphic display and capture
- Ambient lighting to match real-life lighting
- High quality 3D CG with map/shader
- Real time texture morphing

### **No dependency on camera**

- Can pre-process target images

### **An engine with 3D space recognition**

- Can activate without initialization
- Anchor models in 3D space without printed marker
- View real size, high quality 3D model in real environment

## Developer-Friendly **License** and **Application Distribution**

### **Free-to-Use Development License**

Development license for Kudan AR SDK and Unity Plugin is free.

Everything you need to build and test your app:

- ✓ Marker Tracker Technology
- ✓ Markerless Technology
- ✓ Advanced Rendering (iOS and Android native API)

### **Production License for Application Distribution**

Get license key and upload apps to Google Play and App Store.

#### AR Indie License:

Free License for SMEs, Non-Profits, and Educational Institutes that earn less than USD \$1 million annually. Watermark will be included in distributed app.

#### AR Business License:

Paid License, USD \$1,490/year, for SMEs, Non-Profits, and Educational Institutes earning less than USD \$1 million annually. Watermark will NOT be included in distributed app.

#### AR Enterprise License:

Flexible License for Enterprises earning more than USD \$1 million annually. License provided according to needs.

## About **Kudan Limited**

Kudan is the leading innovator of Artificial Perception, right-brained algorithms for 3D and kinesthetic senses, specialized in SLAM. Kudan partners with semiconductor companies and OEMs worldwide to create next generation embedded vision for all the autonomous and interactive IT devices, such as AR/VR mobiles, autonomous cars, robotics, drones, and IoT sensors. Kudan focuses on fundamental modular algorithms, and designing versatile architecture enabling optimization and acceleration on processing architectures, to hold fundamental IPs in the industry.

Contact Information:

**XLISOFT** XLISOFT CORPORATION

12 K Mauchly Irvine, CA 92618-6304 USA  
Tel: 949-453-2781 Fax: 949-453-8811 Email: customerservice@xlsoft.com

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