



Press Release

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Meet our team at Ecocarrier's Stand No. G-11 in AfricaCom 2016.

At AfricaCom 2016, Cape Town, South Africa

Ecocarrier's AR Business Unit introduces their ARA2Z division that has its business focus on/for the design and development of solutions in the form of Apps that cater to needs of corporate clients in various industry/commerce space in marketing & sales promotion, design & construction, plant maintenance & field engineering, education & training, travel & tourism, medicine & health care etc.

Augmented Reality (AR) enables users to experience the world around them as is, but with the enhancement in the form of additional layers of digital content over and above Reality such as images, sound, video and text. Such contents information that is available and relevant to the user's specific situation at the time.

"We believe that AR should be an integral part of your everyday experiences, enabling you to enjoy what the real world has to offer but also enriching it by presenting relevant digital content additionally. We focus on creating a human-centric, contextual experience that is intricately connected to the user's specific needs in the moment" - quipped **Carl KS Teo**, CEO & Founder, Ecocarrier Inc.

The technical competence of the company consists of a core team of highly skilled developers in Apps and other kinds of software development and gifted graphic designers working with and lead by CEO and CTO of the company who have many years of experience and proven successes in product innovations and service production in the ICT space.

The company has the strategic partnership and alliance and support of companies who are leaders in the AR and VR space and the support of computer scientists in digital disciplines currently teaching and/or doing research in related fields of investigation, experiments and development.

The company's AR-enabled App, named Virtuecor, is a solution that can be adopted and adapted for use by any business in interior design and furniture sales operation to great advantage for effective, cost/time efficient and convenient way for demonstration and visualization of concept and design without physical acquisition

Another AR-enabled App, named ARVRREAL, is a bliss for architecture and real estate business for making effective presentation of concept, ideas and design.

ARA2Z specialize in the development of marker-free AR Production Apps and Gestures-enabled Games that can be effectively used/played in a Smartphone or a Tablet.

About Ecocarrier Inc.

Ecocarrier is an established OTT, MVNO and MVNE with an exceptional rich resource of intellectual properties, engineering and development capability and capacity and experience and knowledge in the telecom service provision space and (micro) money remittance space.

Ecocarrier AR Business Unit presents (1) W5GO AR-enabled Interactive Apps for the child (4-6) to learn, to imagine and be entertained www.w5go.com (2) ARA2Z www.ara2z.com AR solutions for retail promotions, design, support services in various industry space and (3) PPIXELLS www.ppixells.com, a service platform where you and others can store the best photos, videos and graphic creations and use them for AR Production in a DIY operation with the use of VIVE-AR, a web-based editor for AR Production provided by PPIXELLS