



Press Release

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Onvert Augmented Reality Recognised for Business Innovation

Augmented Reality platform, Onvert.com was recognised last night as creators Harmony Internet were awarded the Business Innovation Award by the Federation of Small Businesses.

Harmony Internet, a UK creative company, created the world's most accessible Augmented Reality platform and launched it in February 2012, before taking it to Internet World 2012 in April to receive great attention.

"We are overjoyed to receive the award," explained Director, Jason Higgins, "it is fantastic recognition of this new technology and the hard work we have put into the research as a team."

Harmony has been an FSB member for several years but this was the first year the company has entered the awards.

The Business Innovation Award recognises businesses that demonstrate a high degree of innovation. Harmony demonstrated how creativity and new thinking are encouraged, and how a novel idea was translated into a new product to successfully enter a new market.

"We have taken a range of skills developed over the past 10 years and successfully forged them with some leading edge technology which is gaining us recognition worldwide. Having recently moved to new custom built offices, we have now expanding our team further and look forward to a very exciting future."



Launched in February 2012, onvert is a combination of a custom web portal and a freely distributed app for smartphones and tablets. It allows designers to overlay virtual content (with or without sound) on any trigger image of choice.

The service is open, accessible and free to use, so it can be used for any purpose one can think of, whether it be educational, business, art or even advertising.

Videos, information on how to use the service, and links to download the app are available at onvert.com

In addition to local recognition, Harmony and onvert have been shortlisted for the Special Award for Technological Innovation at the New Media Age Awards 2012.

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Notes to Editors

For more information, please see onvert.com or contact creators, Harmony Internet on +44 1767 317614.

onvert™ is the world's most accessible Augmented Reality. The service combines QR codes and target recognition to allow for the layering of 3D content over a 'target' design - providing Augmented Reality to campaigns. 30 seconds of sound can also be added for a full multimedia effect. The service is free of cost and coding, allowing the majority of designers to create onverts without restriction.

Harmony Internet Ltd, are the Clever Web People, established in 1995 by Managing Director, Jason Higgins. Harmony specialise in Augmented Reality and web marketing. From their base in Biggleswade, Bedfordshire, they create smart, innovative and achievable solutions for national charities such as the RSPB, and businesses in a diverse range of markets. More information at harmony.co.uk