



Press Release

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Onvert Augmented Reality in Innovation of the Year Shortlist

Augmented Reality platform, Onvert.com, is shortlisted for Innovation of the Year in the Nectar Business Small Business Awards 2012.

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 where it received a very high level of attention.

"We are extremely pleased to be shortlisted," explained Director, Jason Higgins, "a UK award for innovation from Nectar is a great recognition of this new technology and the hard work we have put into developing it as a small business."

The Innovation of the Year category recognises businesses that have most successfully created and brought to market an innovation. Harmony demonstrated how onvert allowed them to enter the Augmented Reality market, and the combination of technologies also allows them to exploit a niche.

In addition to Nectar short listing, Harmony and onvert have been shortlisted for the Special Award for Technological Innovation at the New Media Age Awards 2012, and were presented with the Business Innovation Award from the Federation of Small Businesses earlier this month.

"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

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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