



Press Release

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NMA Award near Glory for Onvert Augmented Reality

On Thursday 28th June 2012, the New Media Age Awards were hosted at the Grosvenor House Hotel in London. Representatives from Augmented Reality company, onvert.com joined recognised brand names and their chosen agencies including Intel, LEGO, Eurostar and Skype for the award ceremony presented by Claudia Winkleman.

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 entered the NMA Awards anticipating we could be too small a company to be recognised. Last year's winners included Yahoo, Channel 4 and Nike," explained Director, Jason Higgins.

"To be shortlisted against Barclays, Orange and Intel in our category demonstrates fantastic recognition of this new technology and the hard work we have put into the research."

Onvert was shortlisted for the Innovation of the Year category, which 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.

"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

Although onvert did not triumph overall in the Innovation of the Year category, Harmony and onvert have been shortlisted for a Nectar Business Small Business Award in Business Innovation, and were presented with the Business Innovation Award from the Federation of Small Businesses in June 2012.

July 2012

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

New Media Age, is the UK's only publication dedicated to covering the business of interactive media. Launched in 1995, it quickly became the bible for the UK's internet industry. Rather than covering technology, it concentrated on the business opportunities that were being created by the emerging technologies. The NMA Awards are held annually. nmaawards.co.uk