

Personal tour guide

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Layar is a free Augmented Reality app for iPhone and Android smart phones. Layar will use your camera to display layer specific information about your surroundings via a transparent filter.

Why it matters

Adopted and adapted by tourism boards all over Europe, this app is the ultimate tourist guide. Will apps like this one-day replace traditional tour guides and books as people can carry their own personal tour guide in their pocket for free?

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