

SANBORN, N.Y., Jan. 15, 2014 /PRNewswire/ -- Studica, the education source for [software](#) and technology products now offers [academic discounts](#) for students, teachers and schools on a variety of [Augmented Reality Solutions from Metaio](#). Metaio is a worldwide leader in Augmented Reality research and technology.

Studica strives to offer our education customers the most current and emerging technologies. [Augmented Reality \(AR\)](#) can be defined as an enhanced version of reality created by using technology to overlay digital information on an image viewed on a device such as a tablet or smartphone. An example of AR would be taking a box of an unassembled product in a store up to a scanner. This scanner could show you what the product looks like when it is assembled. Metaio is an excellent fit to Studica's catalog of products because not only does it help people create AR experiences, it does so in a way that is conducive to learning. Metaio can be basic enough for a beginner and also advanced enough for more experienced users.

"Augmented reality is a teaching tool that directly connects with today's students and builds upon (augments) the curriculum in an engaging and explorable way. Imagine a class room with 3D content posters, geo-based scavenger hunts, and animated art work. Instead of being distracted by the technology, augmented reality as a technology enhances teaching by visualizing the learning material for the students and enabling teachers to be creative and innovative" says Metaio Managing Director Roman Hasenbeck.

[Metaio's Creator software](#) offers a drag and drop interface that is meant to introduce anyone into the world of augmented reality. This allows the user to create augmented reality experiences in only a few minutes. [Metaio's SDK is compatible with the Unity game development platform](#). The software provides the option to use native code for iOS, Android and Windows PC. Anyone familiar with these platforms can easily create augmented reality applications using Metaio.

About Studica

Studica offers academic software at significant discounts to Students, Faculty and Schools. Serving local and world education markets Studica has offices across the globe with more planned. [Studica.com](http://www.studica.com) offers relevant education solutions for [STEM education](#) , game development/design programs and more. In addition, Studica offers a wide range of products such as software, [3D printers](#) , hardware and much more.

About Metaio

The worldwide leader in Augmented Reality (AR) research and technology, Metaio develops software products for visually interactive solutions between the real and the virtual world. Based on the Metaio Augmented Reality platform, digital and 3-D content can be integrated seamlessly into the real world through the user's camera view. Serving over 50,000 developers and powering over 1,000 apps for enterprise, marketing, retail, publishing and industrial cases, over 30 Million consumers use Metaio's AR software. Learn more at www.metaio.com .

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