



ARA
concept



ARA 01

We've never been closer to merging the digital and physical worlds. Still, there is more questions than answers. Is it going to be VR? AR? MR? What are all these realities and what's the use?

To answer the question, let's look at the purpose of glasses - it's about enhancing vision - to see more, see better, even. Which leads us to the outcome - you end up enjoying reading more, recognizing old friends on the streets, or simply finding that bar business sign you are looking for.







hi! here is everything
you might need



from Atelier Karel:

Zdravíme všechny, příští týden bude
kontrola rozpracovanosti semestrál...



from Sarah:

Okay! We can probably do that. I hope
you are enjoying your time there!



up next:

Bullerbyn

Tuesday, April 9, from 17:00 to 23:55

The Essentials

It's about seeing what is essential for
you at the moment - new messages,
emails or calendar reminders are just
a glance away. Everything runs on
nextOS, find out more at
jurajkusy.com/nextos

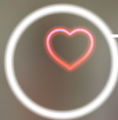


where do you
want to go?



Home

walk 1.8 km - 20 min
Uber 2km - 7 min - 4.2€



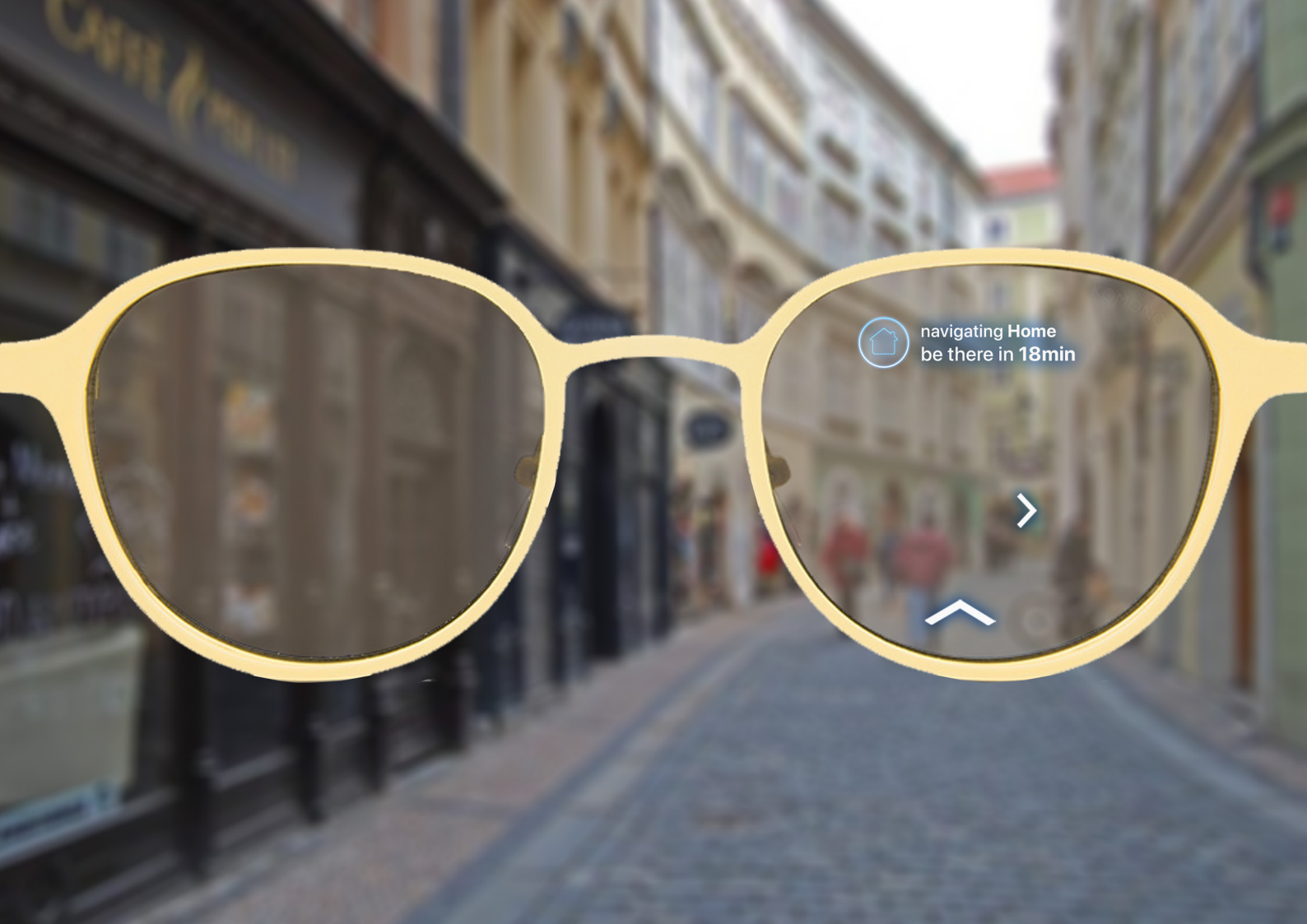
Doctor Appleseed

walk 0.8 km - 9 min
Uber 1.2km - 3 min - 2.4€



School

walk 4.8 km - 59 min
metro A - 8 stops - 1€



The invisible made visible

What if you didn't have to stare at your phone while getting somewhere? Maps can merge with the space around you, becoming a silver lining guiding you where you need to know without worrying about bumping into surrounding people or objects.



See less of what you don't need to see

Ever wondered how the streets of our cities would be beautiful if they weren't covered by the loads of commercials? With ARA, the endless and often meaningless writings on the storefronts can look like a painting by Piet Mondrian.



And make the unknown familiar

If you end up travelling somewhere you don't have a clue about the local alphabet, typing the symbols in a translator can be clumsy - so ARA can seamlessly translate the words and even convert currency for you.

The simplest controller since click-wheel

...because it is like the click-wheel. Rotating bezel with a button in the middle is designed together with the interface, so they complement each other. Rotate, enter, rotate, press and hold to quit - see? Simple. And when you don't use it, it's the coolest fidget spinner around.





Clip it anywhere

To make sure your controller is always on hand, just clip it anywhere - on your shirt, bag or jeans. And it comes in the color of the glasses, so it matches your style.







They seem custom be- cause they are.

The glasses are where fashion and utility meet. The choice of the glasses is ultimately personal, as not one size and style fit all. That's why ARA is more of a software than hardware - by collaborating with fashion industry it can look anyhow. So swoosh, crocodile or double C, your favorite style is not compromised.

