

Payment for AR information: from pay-per-use to sponsored

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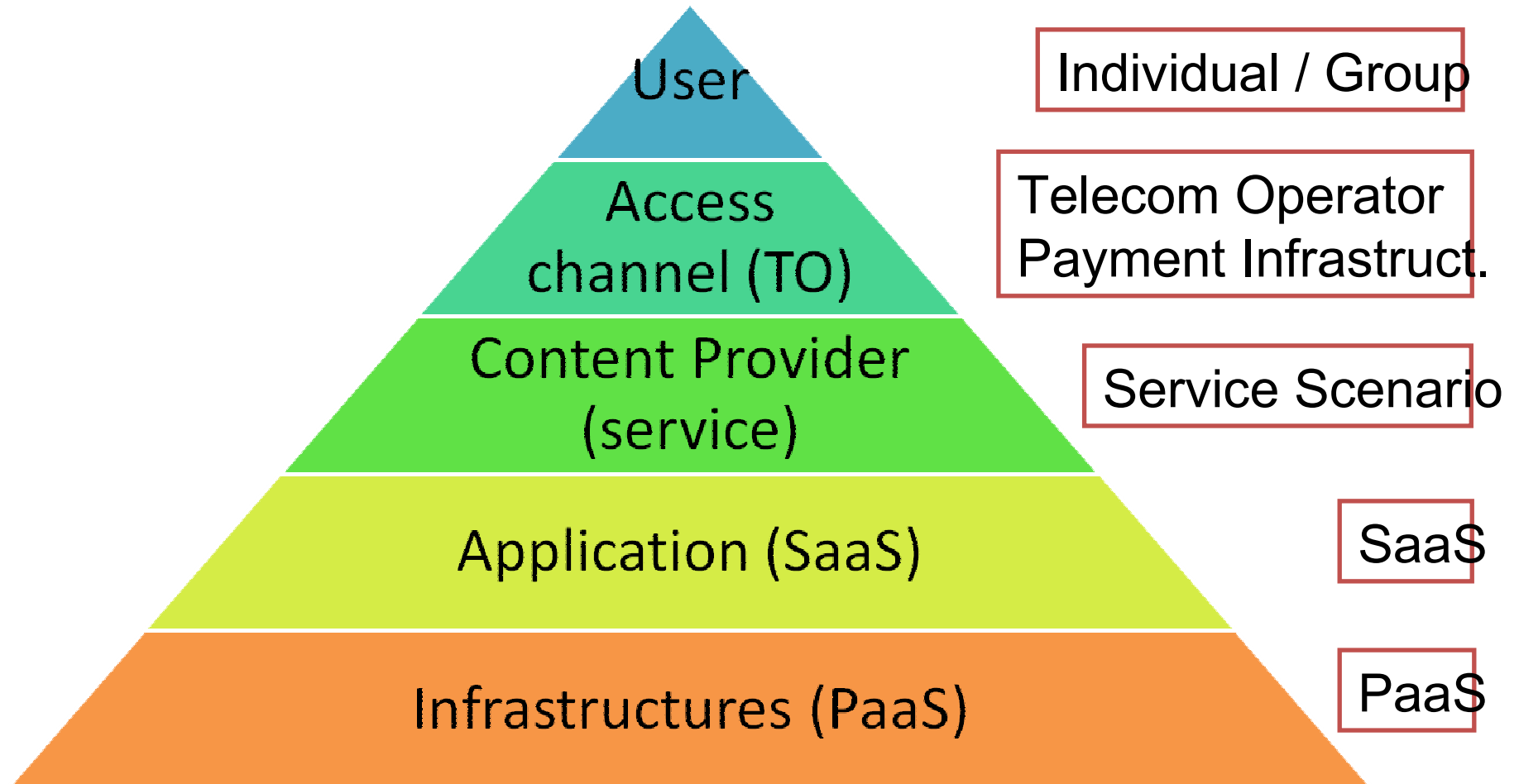
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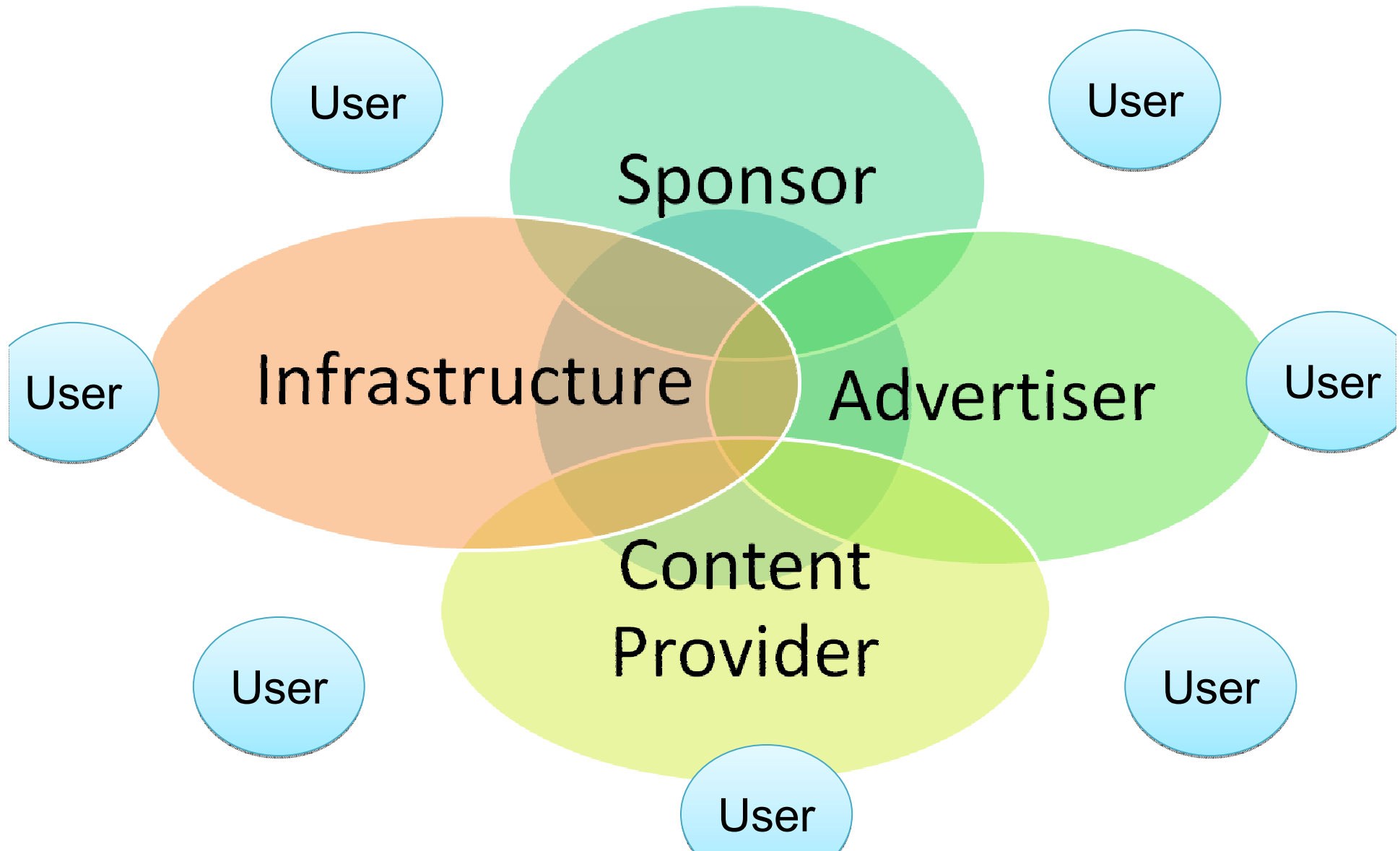
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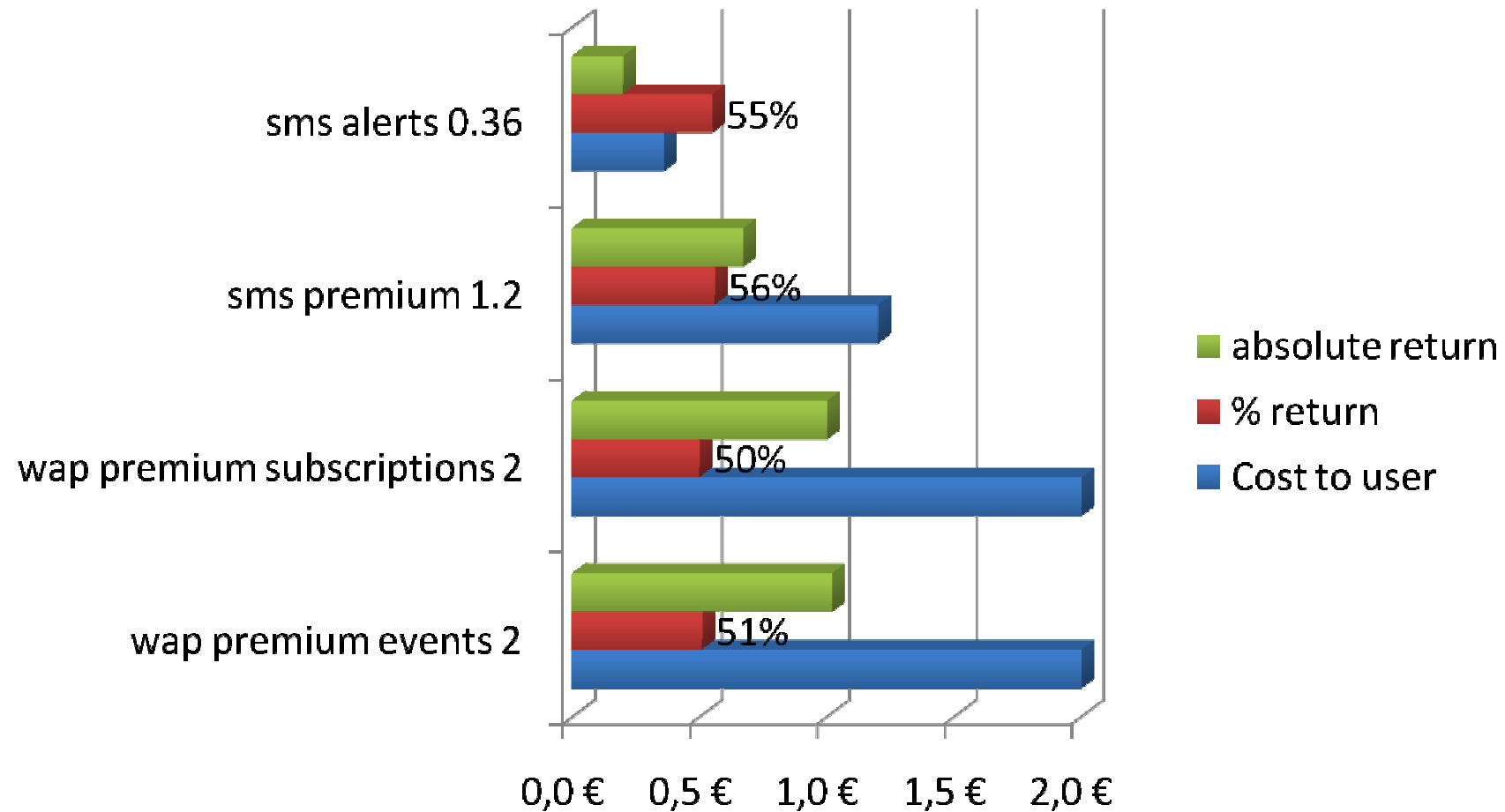
Cost items



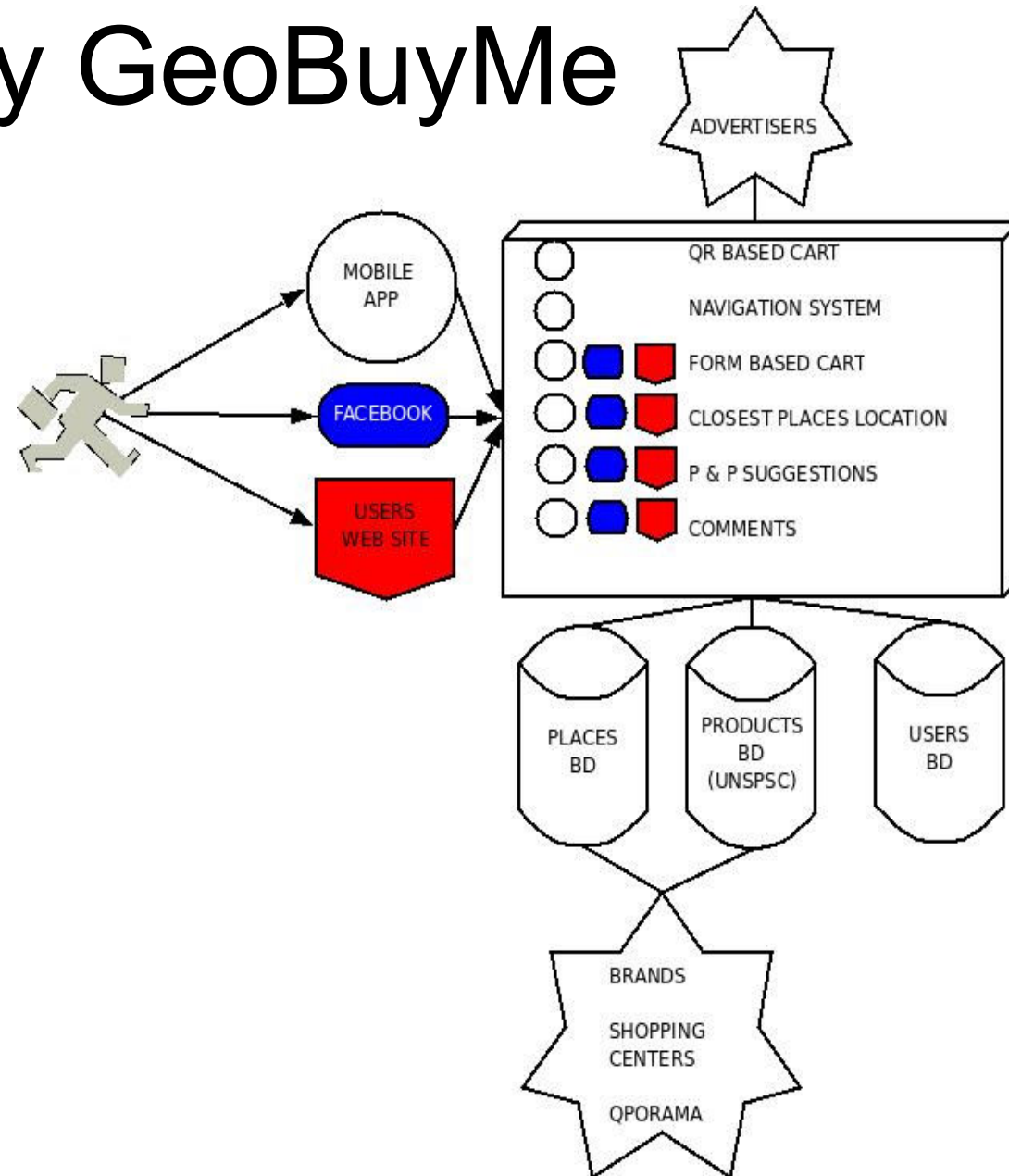
Business models



Payment Methods



Case study GeoBuyMe



Conclusions

- Types of funding schemas:
 - Free of charge
 - volunteer contribution
 - all included
 - Bulk payment (sponsor)
 - Subscription
 - Item payment:
 - 50% drop by infrastructure
 - Fixed values (30cts to 2€)