

Quiznos Takes Toasted Subs Mobile

Quiznos taps Layar to bring mobile augmented reality experience to consumers nationwide

Denver — June 18, 2010 — Quiznos, one of the nation's premier quick service restaurant chains and pioneer of the toasted sandwich, and Layar, the world's leading augmented reality platform, today announced the launch of a mobile augmented reality campaign.

- Layar is a mobile augmented reality app for the iPhone and Android that merges virtual data with the physical world using the phone's compass, camera and GPS system. For example, users can hold up their phone and view the area they are in with an overlay that shows nearby establishments such as Quiznos restaurants.

See below for additional details on the campaign:

- The Quiznos mobile augmented reality experience is designed to help consumers further interact with Quiznos while on the go.
- The Quiznos Layar experience will engage consumers using a variety of features, including:
 - Quiznos is one of the first QSRs to take augmented reality animation to a national level – populating major U.S. monuments, sports arenas and other well know locations with Quiznos brand icons like the toaster and popular menu items.
 - Currently available on the Android platform, users can take a photo from within the Quiznos Layar experience and post it directly to Facebook and Twitter, instantaneously sharing the image with friends and followers.
 - Layar now features a map that immediately self-populates with a user's various layers, making it easier for them to interact with Quiznos and discover other nearby establishments
- The Quiznos Layar campaign was developed by North America-based Winvolve, a leading augmented reality developer.
- The Quiznos Layar experience will be available on the iPhone within the next few months.

