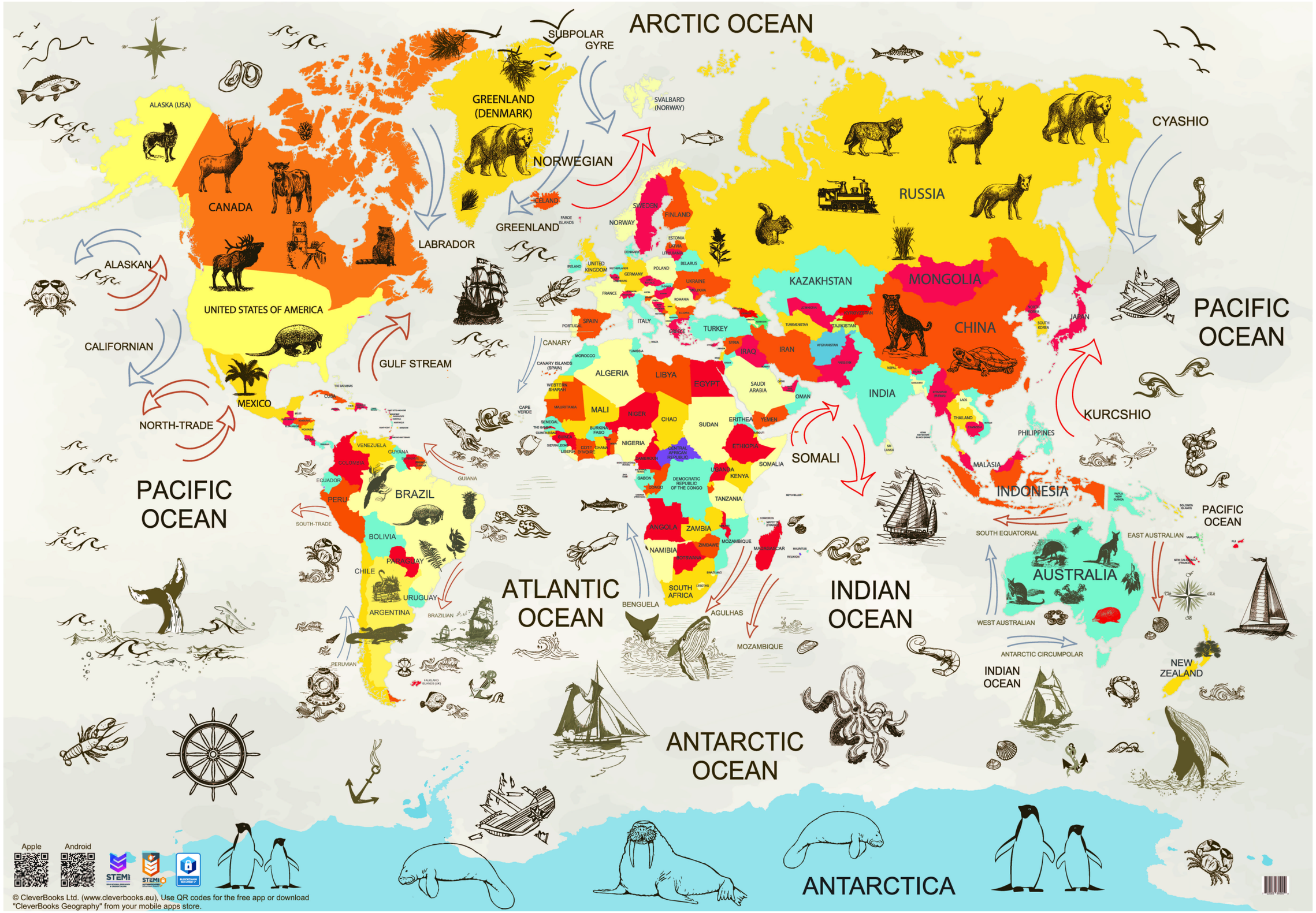To use the world map, you have to download the ARC Geography app from your app store to your mobile device.
When you point your camera to the world map, the app can map Augmented Reality on top of the marker.