



Case Study

Beyond Vocals: How KARASTA Uses BytePlus AR to Amplify User Creativity

Executive Summary

This case study explores the strategic partnership between KARASTA, a karaoke and live streaming platform, and BytePlus, a leading provider of Augmented Reality (AR) technology. Confronting the challenge of enhancing user engagement, KARASTA sought to leverage BytePlus' AR effects to inject creativity and personalized interactivity into their platform. The adoption of AR effects not only boosted user experience by making performances more visually compelling but also proved instrumental in strengthening the community through interactive competitions. The results of this collaboration were transformative, leading to a significant surge in user engagement metrics, thereby confirming the potency of AR technology as a tool for driving user retention and platform growth.





カラオケ歌い放題！

最新のJ-POPからアイドル。ポカロ、アニソンまで！
KARASTA(カラスト)なら、すべての曲がいつでも歌い放題！

Company Overview

In the bustling concert of the digital world, there's a new "melody" that is catching everyone's attention, and it's called KARASTA — the creation of Mixi, Japan's most extensive social networking service. With Mixi's rich experience in curating social connections, KARASTA is not simply a karaoke app — it's an engaging social platform where individuals can sing, perform, and connect.

Mixi's expertise in cultivating digital communities has played a virtuoso role in shaping KARASTA's vibrant social atmosphere. Amidst the chorus of voices, KARASTA didn't just provide a platform, it created a nurturing space for talent. It's about fostering a community where individuals can express themselves, find like-minded people, and support each other's musical journeys.

Anyone, from amateur shower singers to experienced vocal maestros, can sing their heart out, free of charge. With a simple registration, the world becomes their audience. KARASTA offers a full-fledged karaoke experience, providing high-quality music accompaniment and allowing key changes, echoes, and even real-time duets with distant friends. The lyrics and timing are provided, helping singers practice and perfect their performances.

The competitions and events organized by KARASTA are a testament to their social spirit, where every user is an integral part of a collective musical adventure. Supporting this vibrant community is a legion of fans who cheer, comment, and send virtual gifts, fostering a warm and supportive environment. The VIP membership of KARASTA offers an even closer view of this stage, with exclusive benefits and services that enhance the user experience.

KARASTA's Encore:

Amplifying User Engagement with Superior AR Effects

As KARASTA strums the chords of innovation, the harmony of Augmented Reality (AR) becomes an essential part of its symphony. This isn't just a nod to the forward-thinking ethos of its parent company, Mixi, but an understanding of the app's own need to keep its "melody" fresh and captivating. AR effects add a new dimension to performances, transforming simple video clips and livestreaming into vibrant, immersive visual experiences.

On this digital stage that KARASTA has set, AR effects serve as a dynamic extension of a user's unique personality. It's like the vibrant costume to a performer's electrifying stage presence, a means to express one's creativity that goes beyond vocals. Users can play with this feature, creating their own virtual performance space that is as distinctive as their voice.

But KARASTA understands that it must continuously up the ante. Thus, superior AR effects must come into play, amplifying the spectacle, enhancing user engagement, and keeping the community buzzing with excitement.



Standout Features:

How KARASTA Elevates the Social Karaoke Scene

KARASTA embraced the transformative potential of AR technology from BytePlus, presenting an immersive experience that goes beyond conventional karaoke. By integrating livestreaming and short video features with versatile AR effects like beautification, micro-shaping, makeup stickers, and interactive stickers, KARASTA created a platform where users can not only perform but also express themselves with unprecedented creativity and confidence.



Enhancement & Micro-shaping

The “Enhancement & Micro Shaping” functions are crucial to the user experience, acting as essential tools that help users feel more comfortable and confident in their appearance. These AR effects encourage users to upload videos, driving the growth of user-generated content and fostering a vibrant community.



Makeup Sticker

The “Makeup Sticker” function simplifies the makeup process, making it more accessible and cost-effective for users to achieve visually captivating enhancements.



Interactive Sticker

The Interactive Sticker feature, offering over 30 unique stickers including playful elements like rabbit ears, dynamic flashlights, and atmospheric rainy days, underscores KARASTA's commitment to enhancing user interaction and engagement. These stickers serve as a visual language, enabling users to share their mood and connect with their audience on a deeper level. The result is a vibrant, interactive space where each performance is not just heard, but felt, contributing to more engaging and lively user experiences.

Crafting a Better User Experience: The BytePlus-KARASTA Journey

01

Fostering a Synergistic Relationship

In an unexpected turn of events, the BytePlus team caught wind of KARASTA's usage of FaceUnity AR effects through news briefings. Realizing the potential for collaboration, the team seized the initiative to introduce BytePlus Effects SDK to Mixi, KARASTA's distributor. The proposal was well-received, opening doors for a fruitful dialogue between BytePlus and Mixi.

02

Balancing Cost-Efficiency and User Experience

Understanding KARASTA's budgetary considerations, BytePlus proposed an innovative solution. They introduced the concept of a makeup sticker to replace the current makeup sets. Priced significantly lower than a traditional makeup set, makeup stickers fit perfectly within KARASTA's budget. While the intensity of the makeup could not be adjusted, it fulfilled the users' makeup needs and substantially reduced the overall cost. This flexibility in business strategy underscores BytePlus's commitment to providing tailored solutions that align with the clients' specific financial parameters.

03

Redefining Standards Through Superior Technology

During the lockdown period of unprecedented growth in KARASTA's Monthly Active Users (MAU) & Daily Active Users (DAU), it was evident that AR effects would play a pivotal role in enhancing the user experience. As livestreaming and short videos began to define KARASTA's edge over its competitors, BytePlus stepped in to further elevate this unique aspect. Armed with a plethora of over 70,000 effects and unparalleled 3D precision in their execution, BytePlus demonstrated the superiority of their technology in comparison to KARASTA's existing solution, thereby advancing the discussion to business negotiations.

Driving Engagement through Augmented Reality

In the world of digital entertainment, user engagement is paramount, and the strategic partnership between KARASTA and BytePlus is a testament to the power of innovation in driving this key metric. By integrating BytePlus SDK, KARASTA was able to leverage state-of-the-art AR effects, creating an enhanced and immersive karaoke experience for its users.

This contributed to a significant positive impact on user activity and engagement. Since the integration in June 2022, KARASTA has seen a substantial increase in its key performance indicators. The average Daily Active Users (DAU) surged by **15%**, indicating a heightened interest and greater app usage among its user base. Equally compelling is the rise in daily user dwell time by **20%**, a clear sign of stronger user engagement and satisfaction.



Capitalizing on Competitions to Engage and Connect the Music Community

KARASTA has set itself apart by hosting unique competitions that bridge the gap between aspiring musicians and established industry professionals. These competitions not only provide a stage for talented individuals to shine but also galvanize the user community in the process of unearthing new musical talents.

An integral part of these competitive events is the inclusion of AR effects, which offer a captivating visual dimension to the performances. From skin filters to unique image effects, these AR features empower users to personalize their performances, thereby boosting their confidence and encouraging creative expression. The impact of these AR effects is not merely aesthetic, they have proven to transform ordinary performances into engaging spectacles, adding depth to user engagement and making each interaction on the platform more memorable. By seamlessly integrating these advanced technologies into its competitions, KARASTA is redefining the user experience and shaping a vibrant, interactive musical community.

KARASTA's seamless integration of BytePlus AR effects is a nod to Mixi's innovative approach. They exemplify the harmonious blend of cultural tradition and technological innovation. It's not just a company; it's a "melody" that resonates with the rhythm of our times.

As the company continues to innovate and expand, one thing remains clear: KARASTA is not just keeping the tradition of karaoke alive; it's revolutionizing it, reshaping its future, and in the process, amplifying the voices of millions who have a song in their heart and a story to tell.

