HP WallArt Suite Augmented Reality

February 2016

HP WallArt Marketing Team

Basic Concept

Augmented Reality

A NEW COMMUNICATION CHANNEL

"Augmented Reality opens the door to a more interactive relationship with the consumers via otherwise two dimensional means."

HOW does Augmented Reality add value to HP WallArt suite?

MAKE YOUR WALLS LIVE

1 Represents a step forward in innovation

2 Gives the opportunity to be *up to date*

3 Increases engagement & interaction, providing a richer user experience

4 Inexpensive alternative to other media platforms

Applications

Examples WHERE Augmented Reality could be applied

Decoration

Room decoration

Waiting Rooms

Retail

TECHNOLOGY BREAKS ALL BARRIERS: CONNECT WITH THE OUTSIDE WORLD

Advertisement

Museums

Metro Stations

Bus Stops

Examples of **HOW** would it work?

Kids bedroom

Real Call to Action: scan the printed watermark to connect to content.

Connect to:

www.**peppapig**.com
Peppa Pig's Website

Peppa Pig
Episodes

Examples of HOW would it work?
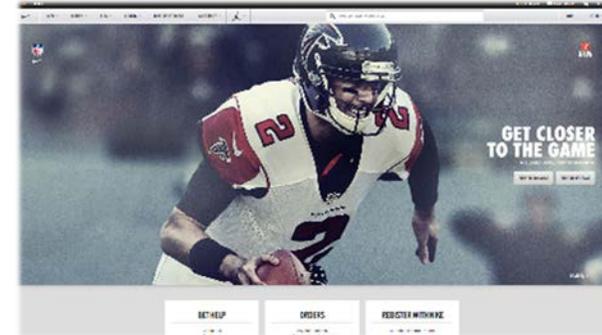
A Nike advertising banner

Bus Stops

Real Call to Action: scan the printed watermark to connect to content.

Connect to:

www.**nike**.com
Nike's Website

Nike Football: Risk Everything Video

Nike Football: Risk Everything. Cristiano Ronaldo, Neymar Jr. & Wayne Rooney

Examples of **HOW** would it work?

Museums

Connect to:

[Dinosaurs come to life with Jurassic-sized museum graphics | HP Latex and Royal Ontario Museum](#) Video

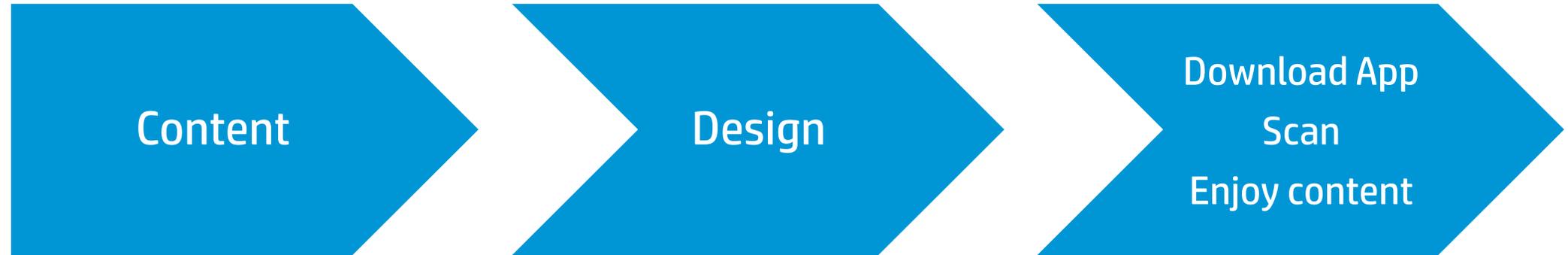[www.rom.on.ca](#)
Royal Ontario Museum Website

[http://www.bbc.co.uk/nature/Dinosaurs](#)
BBC Nature Dinosaurs

Functionality

How it Works?

Content

Select the content you wish to link to your project, with a webpage (URL) address

Design

Create your designs using HP WallArt Suite.

You can link your content using an Augmented Reality watermark.

Download App
Scan
Enjoy content

Users needs to download the free app

They will scan the watermark included into the printed output.
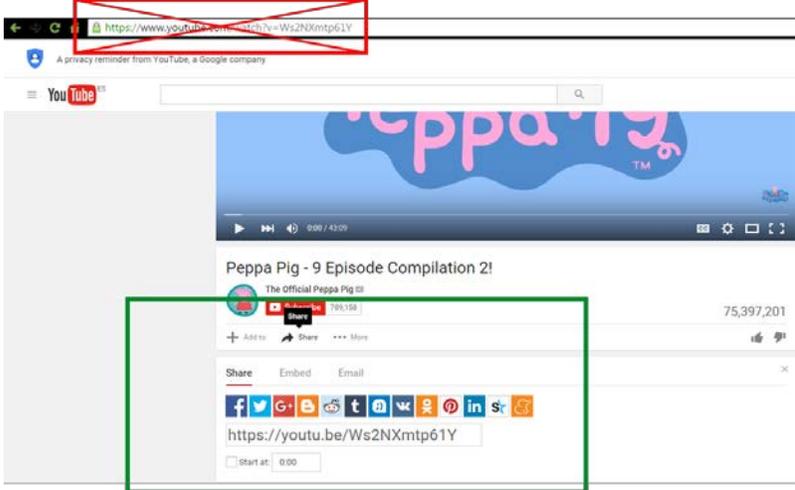
They will enjoy the content you linked

1. Content

You can make any **web content** (such as videos, pages or documents) available using Augmented Reality.

The links have the **format**:

http://www.example.com
https://www.example.com

When working with Youtube videos, remember that the **valid URL** is the one found on the **share option** (and not the on on the address bar)
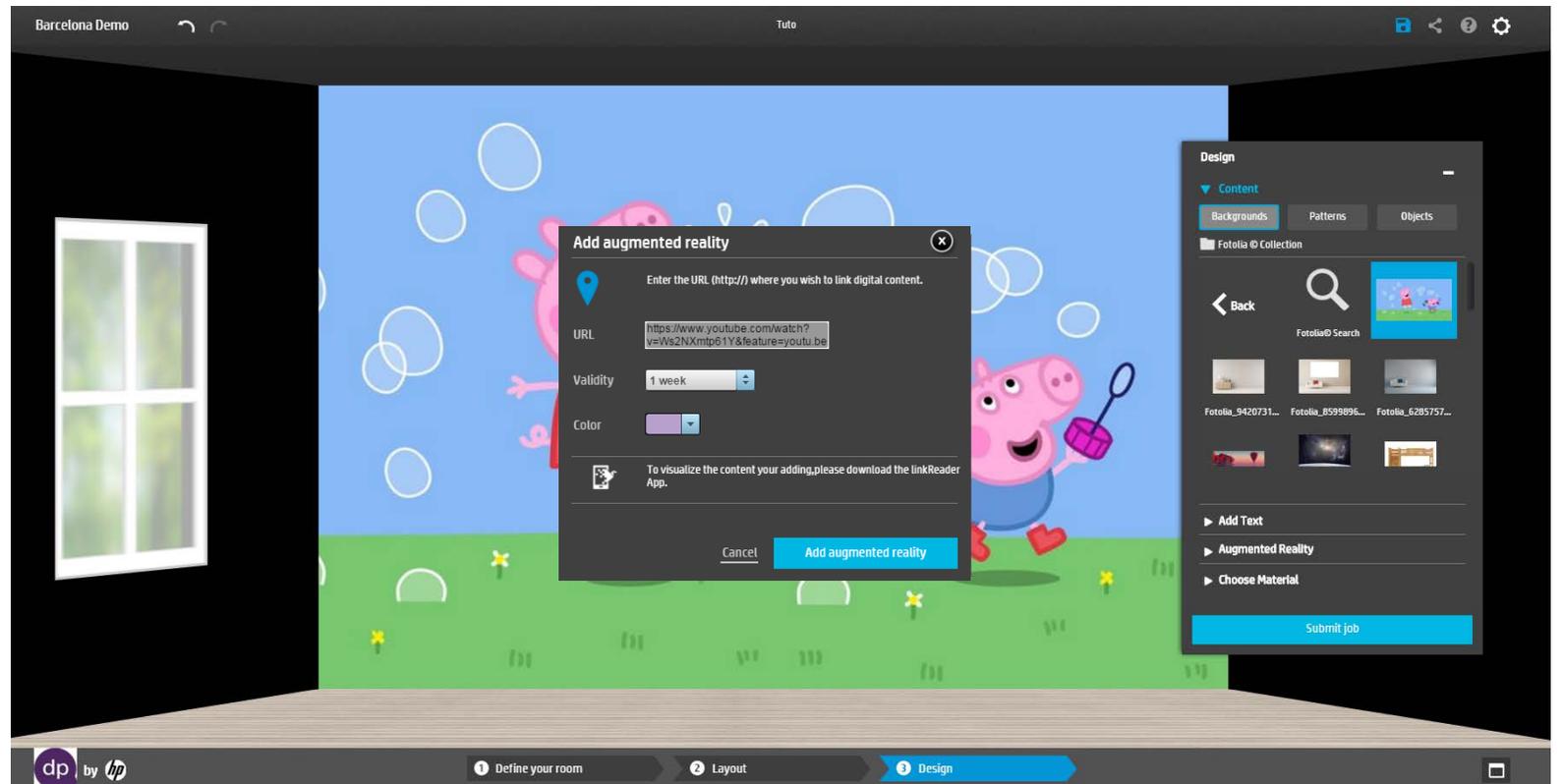

YouTube

Regular website (URL)
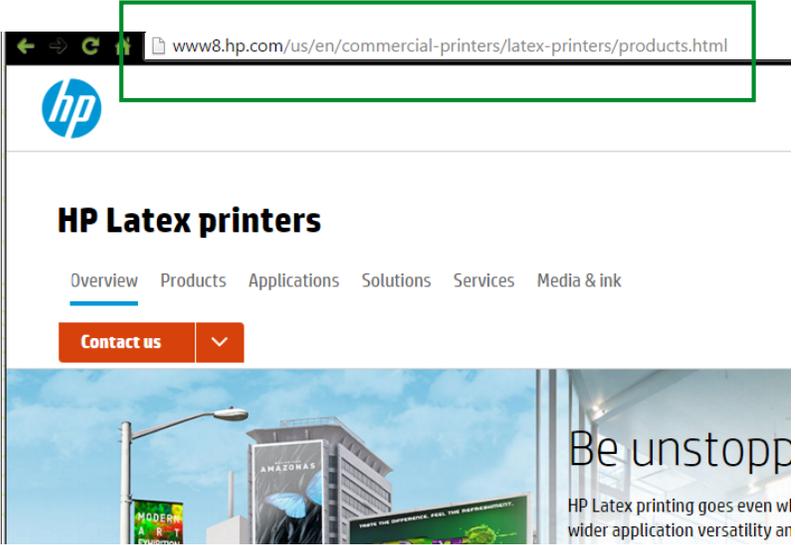
2. Design

At the design step of your project, to add the content you wish to link using click on the **Augmented Reality option**.
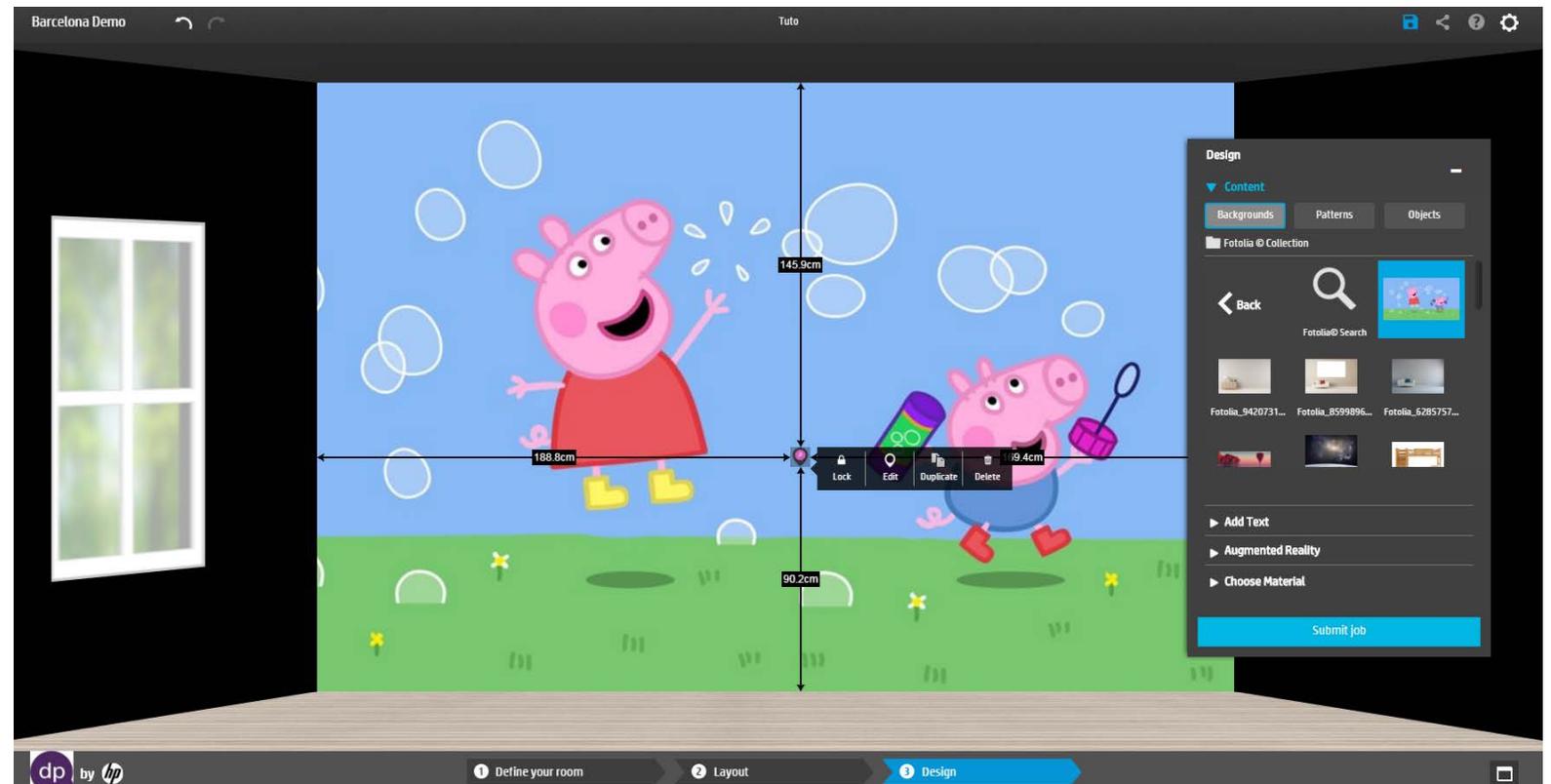
2. Design

You will be prompted to provide the desired **URL**, a expiration date for the link (**Validity**) and a **color** for the marker.

2. Design

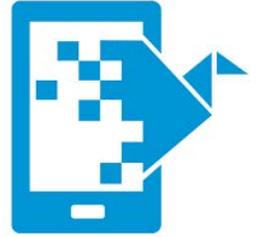After adding the marker, it can be **placed** anywhere on the design and **edited** at any time.

2. Design

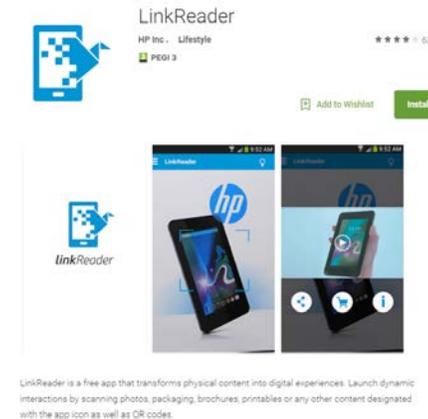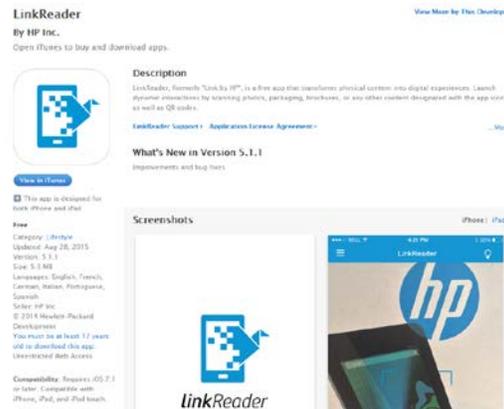Print and install the **generated PDF** file.

3. Download the App

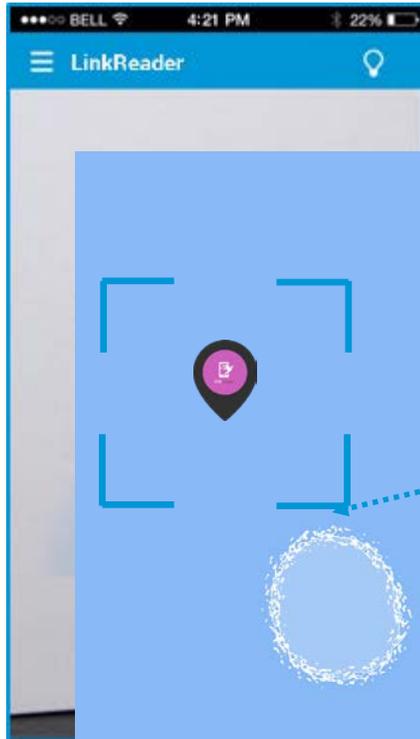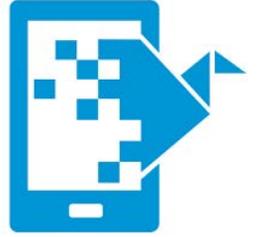**Watch the content transform into a digital experience**

Users will use the LinkReader app to scan the marker you included in your work.

3. Scan

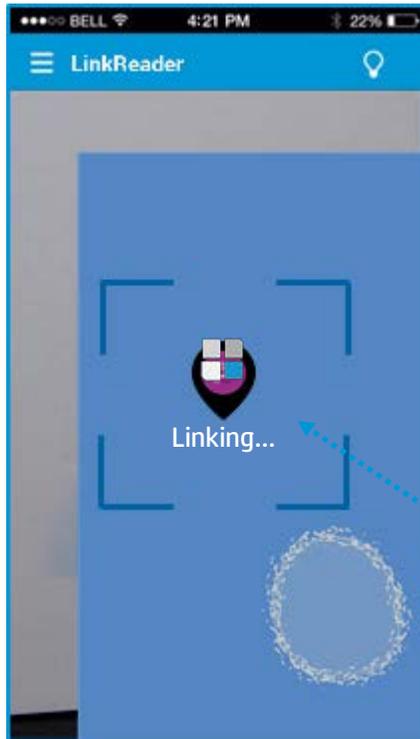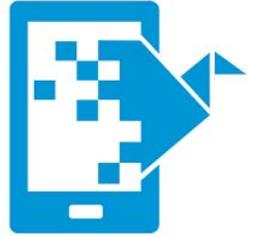## Watch the content transform into a digital experience

Use your **mobile device**, with **internet connection** required, to **scan content** designated with the app icon or QR codes

Focus area to **scan the watermark.**

3. Scan

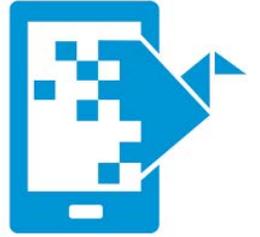**Watch the content transform into a digital experience**

Launch **dynamic interactions** by scanning photos, packaging, brochures, or any other content designated with the app icon as well as QR codes.

Proceed to **link the printed watermark** with the content

3. Enjoy content

Break the 4th Wall and interact with the users

The content can have multiple purposes:
digital marketing, advertising, e-commerce, geolocation, educational

The **content linked to that printed watermark** will enable you to explore information to another level