HP WallArt Suite
Augmented Reality

February 2016
HP WallArt 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**

**Museums**

**Metro Stations**

**Bus Stops**

**TECHNOLOGY BREAKS ALL BARRIERS: CONNECT WITH THE OUTSIDE WORLD**
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](http://www.peppapig.com)

Peppa Pig’s Website

**Peppa Pig**

Episodes
Examples of **HOW would it work?**

**A Nike advertising banner**

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

**Bus Stops**

**Connect to:**

[www.nike.com](http://www.nike.com)

Nike's Website

Nike Football: Risk Everything Video
Examples of **HOW** would it work?

**Royal Ontario Museum Labels**

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

**Museums**

http://www.bbc.co.uk/nature/Dinosaurs

BBC Nature Dinosaurs
Functionality
**How it Works?**

1. **Content**
   - Select the content you wish to link to your project, with a webpage (URL) address.

2. **Design**
   - Create your designs using HP WallArt Suite.
   - You can link your content using an Augmented Reality watermark.

3. **Download App**
   - Users need to download the free app.

4. **Scan**
   - They will scan the watermark included in the printed output.

5. **Enjoy content**
   - 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 one on the address bar)
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.