

Kein Vorsprung ohne Technik.

Kein Vorsprung ohne Technik.



AUGMENTED 2016 REALITY



SCHWÄBISCHE POST

GMÜNDER
TAGESPOST

1. iPhone App installieren.
App Store Stichwort "Audi AR 2010".

2. Telefon gerade auf das Bild richten.
Sound einhalten nicht vergessen.

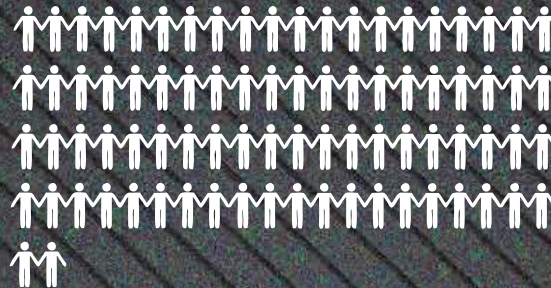
Audi
Vorsprung durch Technik

0,1 km
Audi Zentrum Berlin GmbH Niederlassung Mitte



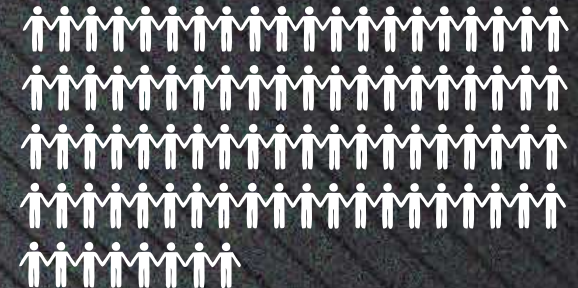
81,8 Mio

Einwohner in Deutschland
2015 (DESTATIS).



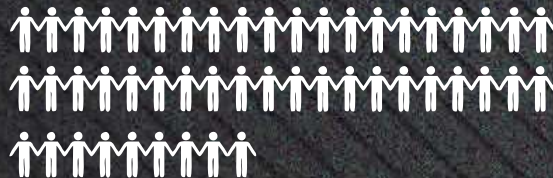
88,2 Mio

Internetanschlüsse in
2015 (DESTATIS).



49,0 Mio

besitzen ein Smartphone
2016 April (DESTATIS).



31,8 Mio

besitzen ein Tablet
2015 (DESTATIS).



21,8 Mio

Tageszeitungen und
Wochenzeitungen werden
pro Tag verkauft (BDVZ).



**Augmented Reality verbindet
Print, Online und Mobile
und berücksichtigt dabei die
gewachsenen Vorzüge jeder Gattung.**



DER PLAN

AUGMENTED
2016 **REALITY**



SCHWÄBISCHE POST

**GMÜNDER
TAGESPOST**

eine komplette AUSGABE



Letzter Samstag im November 2016 / 1. Adventswochenende





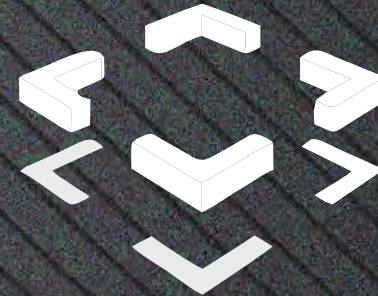
Anbietervergleich:

blippar.

metaio 



AURASMA



appear2media

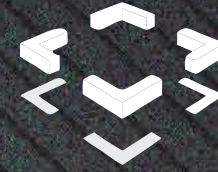


vuforia™

junaio



Anbietervergleich: Funktionen



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Videos

ja

ja

Buttons

ja

ja

Links

ja

ja

Anruf auslösen

ja

ja

Mail senden

ja

ja

Bilder

ja

ja

Bildergalerien

ja

ja

3D

ja

nein

Location bestimmen

ja

ja

Kalender Eintrag

ja

ja

360° Panorama

ja

ja

Statistiken

Dashboard*

mtl. Report

App Öffnungen
Gesamtübersicht PI,
Interaktionen und User
Scans pro Marker
Aufruf der Inhalte

*ab Paket 2 sind Statistiken abrufbar.



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grundlegender Unterschied zwischen den Anbietern

CITY WEEKLY

INTERACTIVE PRINT GOES HYPERLOCAL

DOWNLOAD
CITY WEEKLY'S
INTERACTIVE
PRINT APP
- POWERED BY LAYAR

With Layar's custom
solutions, your brand can
harness the power of
augmented reality and
interactive print
in your next CSR
and marketing
application.
See page 17.

Case Study: Newspaper Publishing

WATCH VIDEO
WITH LAYAR

Canadian publisher Glacier Media
partnered with Layar to add interactive
print to 12 of its daily and weekly local
newspapers, allowing print readers to

view bonus videos, photo slideshows and
links relevant to the local editorial and
advertising content. The launch was so
successful that now 39 publications with
over 3.8 million readers feature
the innovative technology.

Glacier Media, founded in 1988 in
Vancouver, is a publicly owned
communications company and the

largest publisher of daily newspapers,
weekly newspapers and trade magazines
in Western Canada. 77 local news-
papers and over 150 total publications

are currently published under
the Glacier banner.

To complement its history of
innovation - Glacier was originally
founded as a water bottling company
and made a dramatic shift to publishing
and media - the publisher is constantly
looking for a new and exciting way
to bring its content to readers. As the

owner of a multitude of publications
and online news portals, the task of
easily connecting digital content with its
print publications was one of Glacier's
top priorities.

In February of 2013, Glacier Media
entered into a partnership with Layar
to begin enhancing the pages of 12 of
its local newspapers with interactive

"This is a game changer," Shelly Wilson, Glacier

print. With the Layar Creator, individual
editors at each of the papers can upload
their pages and drag-and-drop digital
content (e.g., videos, photo galleries or
links) onto them, making them instantly
interactive for readers with the Layar App.
"This will allow print to come to life,"

said Alvin Brouwer, president of Lower
Mainland Publishing, a division of
Glacier Media. "It adds many
different dimensions to a print
advertising campaign or to the stories
and photos that appear in our papers."
Glacier Media has been thrilled with
the results it has seen from adding
Layar's interactive print technology to its

papers. Since the initial launch, Glacier
has more than tripled its rollout as
39 Glacier publications now deliver
interactive print content to 3.8 million
readers. Glacier has also produced
a TV commercial to promote the
interactivity found in its papers.

"This is a game changer," said Shelly
Wilson, Vice President of Digital Sales

at Glacier Media. "The Layar technology
provides us the opportunity to increase
newsprint's utility to our readers and
advertisers enabling immediate action."
The publisher plans to enhance as many
as 100 publications by the end of the
year. To accommodate such a massive

rollout, Glacier has organized brief
training sessions to teach its editors to
use the Layar Creator. A two-hour session
is all individuals at Glacier have needed
to master interactive print and the
publisher's guidelines for use.

See video with Layar.
More on Glacier Media: www.glaciermedia.ca

BAYSIDE SHOPPINGMALL

Deal of this week:
save up to **\$256!**

GET COUPONS
WITH LAYAR

Want your local paper to be interactive?
Let us know! Scan to vote.

VOTE
WITH LAYAR

Need more information?
Scan this QR code
to contact us!



„Ich liebe es gemütlich auf der Couch im Katalog zu stöbern.
Manchmal wäre es super die Sachen von allen Seiten zu sehen
und sie direkt kaufen zu können.“

Marie, 34, Kundin aus Essen

Oliver Klein
Sonnenbrille
49,-

Gil Challenger
Rib Shirt
29,-

Brigitte Deoaux
Handtasche
69,-

Zander
Armband
15,-

Gil Challenger
Jeans
59,-

Mehr verkaufen und durch
Innovation begeistern.

Kunden treffen Kaufentscheidungen
schneller, wenn Sie vollständig informiert sind.
Ihre Webshops, Produktbilder und Videos,
helfen dem Kunden "ja" zuzagen.

Einen höheren ROI aus gedruckten
Katalogen herausholen.

Ihre Kataloge und Prospekte erhalten mit
der actionList einen höheren Nutzwert.
Der Kunde verbringt mehr Zeit mit ihrem
Katalog und nutzt ihn intensiver.

Treten Sie mit den Kunden über
mobile Dienste in den Dialog.

Die Kunden besuchen mit der
actionList permanent Ihren Webshop.
Das ist die Chance für Ihre digitalen
Dialogmarketing Maßnahmen.

actionList

Sie benötigen mehr Informationen, Ansichten
und Videos zu den hier abgebildeten Produkten?
Dann nutzen Sie die kostenfreie actionList! Ihre App
und erwerben Sie diese Seite zum Leben.





Anbietervergleich: Darstellung AR



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CITY WEEKLY

INTERACTIVE PRINT

LOCAL

DOWNLOAD CITY WEEKLY'S INTERACTIVE PRINT APP - POWERED BY LAYAR!

With Layar's custom solutions, your brand can harness the power of augmented reality and interactive print in your own iOS and Android applications.

See page 17.

owner of a multitude of publications and online news portals, the task of easily connecting digital content with its print publications was one of Glacier's top priorities.

In February of 2013, Glacier Media entered into a partnership with Layar to begin enhancing the pages of 12 of its local newspapers with interactive print.

With the Layar Creator, individual editors at each of the papers can upload their pages and drag-and-drop digital content (e.g., videos, photo galleries or links) onto them, making them instantly interactive for readers with the Layar App.

"This will allow print to come to life," said Alvin Brouwer, president of Lower Mainland Publishing, a division of Glacier Media. "It adds many different dimensions to a print advertising campaign or to the stories and photos that appear in our papers."

Glacier Media has been thrilled with the results it has seen from adding Layar's interactive print technology to its print. With the Layar Creator, individual editors at each of the papers can upload their pages and drag-and-drop digital content (e.g., videos, photo galleries or links) onto them, making them instantly interactive for readers with the Layar App.

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Glacier Media has been thrilled with the results it has seen from adding Layar's interactive print technology to its print.

BAYSIDE SHOPPINGMALL

Deal of this week: save up to **\$256!**

DOWNLOAD YOUR COUPONS

30% OFF

Want your local paper to be interactive? Let us know! Scan to vote.

VOTE WITH LAYAR

Need more information? Scan this QR code to contact us!

grundlegender Unterschied zwischen den Anbietern

„Ich liebe es gemütlich auf der Couch im Katalog zu stöbern. Manchmal wäre es super die Sachen von allen Seiten zu sehen und sie direkt kaufen zu können.“

Marie, 34, Kundin aus Essen

Oliver Klein
Sonnenbrille
49,-

Gil Challenger
Rib Shirt
29,-

Brigitte Decaux
Handtasche
69,-

Zander
Armband
15,-

Gil Challenger
Jeans
59,-

Mehr verkaufen und durch

Einen höheren ROI aus gedruckten

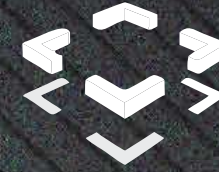
Treten Sie mit den Kunden über

Sonnenbrille
Produkt anzeigen

Rib Shirt
Produkt anzeigen

Handtasche
Produkt anzeigen

und streichen Sie diese Seite zum Leben



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Dashboard	ja	nein
Filetransfer	Dashboard	FTP
Datenhandling	intern	MA a2m
Daten setzen	intern	MA a2m
Marker - JPG	ja	ja
Marker - PNG	ja	ja
Marker - PDF	ja	ja
mehrseitige PDF	ja	ja
Hosting	Cloud Layar	Cloud a2m
Wartezeit	Upload	speziell
Vorbereitung	intern	intern
Test	Dashboard	a2m
Korrekturen	speziell	a2m
freie Positionierung	ja	nein

[illegible]

grundlegender Unterschied zwischen den Anbietern

Datenintegration über Mitarbeiter a2m.

Daten werden über FTP an a2m geschickt, mit einer Satzdatei in EXCEL.

Keine Positionierung der Inhalte im Content!



Oreo

Cheerios

Dr Pepper

Perrier

Maybelline New York

Snickers

Heinz

Pizza Hut

Pantene

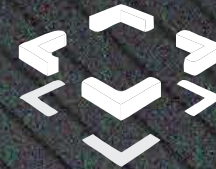
Pepsi

Heineken

Coca-Cola

Porsche

...



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ITS

Auto Bild

Land Rover

Turn ON

Focus

Cinemax

Leipziger Volkszeitung

Computer Bild

Cinema

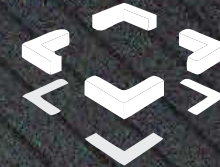
Die Welt

TV Spielfilm

Arte Magazin

Weser Kurier

...



appear2media

eigene Anbieter-App

ja / kostenlos

ja / kostenlos

Preis pro Marker

3.- € - 1 Monat

Marker 39,90 €

Preis pro Marker

30.- € - 1 Jahr

ab 50 Marker 35,98 €

Premium

300.- € / Monat*

Whitelabel App

SDK für eigene App

9.499.- € / Jahr

Handlungsempfehlung

ja

nein

*beinhaltet weitere Funktionen und dient zur Verlängerung der Laufzeit für Inhalte.