



# AUGMENTED REALITY NEWSPAPERS

How a small, twice weekly, circulation 5,500 hometown newspaper did the impossible

# HOW I STARTED

- Drank my way in – literally. 19 Crimes Wine at a Christmas Party in 2017
- Stayed up all night had a working mock up of front page by 4 a.m.
- By February 2017, working AR model for newspaper
- Many Companies (HP Reveal, Aurasma, Layer, Blippar, Strata)
- Allow newspaper to use their relationship to the local market to control AR
- Had to be simple to do, fast and easy (So easy a Publisher can do it.)

# WHAT IS AUGMENTED REALITY IN NEWSPAPER

- No codes
- No Special Inks
- No Special designs
- JPG's become the "code"
- Anything — ANYTHING — text, pictures (even Geo-coding) can be used to link to: Video, Audio, Websites, Phones, Email, Social Sites, or a variety of these links together.
- Most common AR folks remember is Pokemon Go! (\$1 Billion)



# REVENUE

- Reverse Naked Native Advertising
- Real Estate — Virtual Tours with links to website, phone and email
- Automotive — Tours of cars, lot tours and making appointments for service
- Concerts, Events and Restaurants — Make reservations
- Music — Play music videos and audio tracks
- Movies — Trailers, Rotten Tomato Score, Rating, Online Reviews, Buy Tickets
- Political Ads — Video
- Business Cards
- Specialty AR — Castle Oaks Golf Course is a prime example







# EDITORIAL

- Sports Highlights
- Special Sections
- Tourism Videos
- Audio – LANGUAGE CONVERTER
- Kids Page
- Interviews
- Exclusive Content
- 3D Designs

# WHERE WE SUCCEEDED

- For every newspaper
  - Multiple AR entries in every edition
  - Ability to promote
  - Front loaded advertising
  - Fun and excitement
  - Invested consumer — not leaving newspaper, using and playing editions
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- Two sides — Advertising revenue, and getting folks to download and use the app. The more you augment, the deeper the success and higher the revenue