

LEVERAGING AUGMENTED REALITY TO EXPAND YOUR REACH.



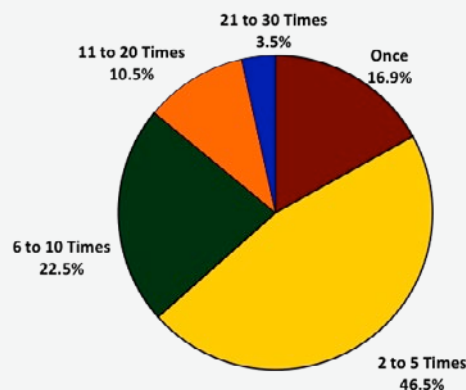
DIGITAL PRINTING INSIDER | APRIL 2015 | FOR COMMERCIAL AND INTERNET PRINTERS

TRENDS IN AUGMENTED REALITY: A REALITY CHECK

Although augmented reality seems like the industry's newest buzzword, it is by no means a new technology. Invented in 1968, augmented reality was confined to laboratories for over a decade primarily because it was too big, bulky, and expensive to bring to the general public. Hardware technologies have advanced and mobile software has become more sophisticated over the years, and augmented reality now has its place in today's global consumer marketplace.

InfoTrends defines augmented reality as "providing a live, direct, or indirect view of a physical real-world environment whose elements are augmented by virtual, computer-generated imagery." According to InfoTrends' research on media trends in 2013, 41.5% of consumers had interacted with augmented reality two to five times during the previous year. With the proliferation of mobile technology, the number of consumer interactions will likely grow as augmented reality further establishes its presence in applications beyond marketing and gamification.

Figure 1: Frequency of Augmented Reality Interaction



Source: Q2 Consumer Media Trends Survey, InfoTrends 2013

Augmented reality began to become more common as a consumer application back in 2009, when Apple opened up its application programming interface (API) to developers on its iPhone. This trend soon carried over to Android phones, and the developments started pouring in. When it was first released to the public, augmented reality was seen as a fad technology or a gimmicky marketing technique, but augmented reality is far more complex than overlaying a 3D image onto the physical world. Augmented reality's reach has expanded to hardware, software, application services, and end-user case studies.

A compelling webinar entitled *A Reality Check: Augmented Reality* was presented by Printing Impressions and Target Marketing and sponsored by Canon Solutions America. This webinar was moderated by Barb Pellow (Group Director at InfoTrends), and speakers included

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Augmented reality (AR) is leading-edge technology that allows for a digitally enhanced view of the real world. Learn about how AR has effectively been blended with print and other media to deliver an interactive experience.

WATCH THE WEBINAR TO LEARN MORE: A REALITY CHECK: AUGMENTED REALITY



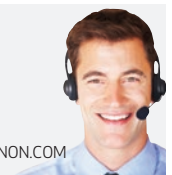
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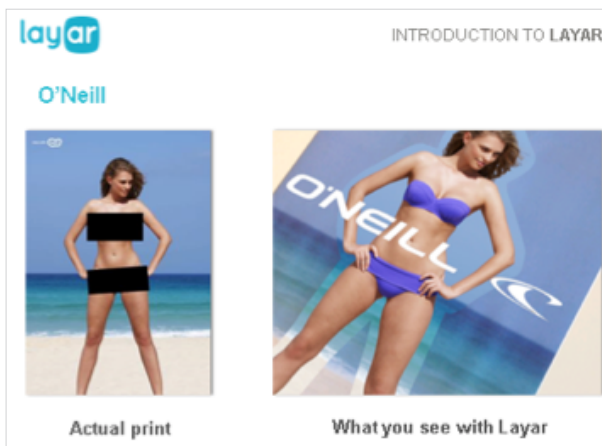
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TRENDS IN AUGMENTED REALITY: A REALITY CHECK (CONTINUED)

Martin Ahe (Partnerships Manager at Layar) and Debora Haskel (Vice President of Marketing at IWCO Direct). To kick off the webinar, Pellow covered the top five augmented reality trends for marketers and print service providers. According to Pellow, this eye-opening application means just one thing—it's time to pay attention! According to Juniper Research, more than 2.5 billion augmented reality apps will be downloaded by 2017.

Founded in the summer of 2009, Layar quickly gained international attention as one of the first mobile augmented reality browsers to hit the market. With an open development platform, the company attracted thousands of developers from all around the world to create AR content. Layar ultimately became the world's most popular platform for augmented reality and a global interactive printing leader. Now part of the Blippar group, Layar is helping to bridge the gap between the print and digital worlds. During the webinar, guest speaker Martin Ahe presented numerous examples of AR technology, from catalogs to editorial content to promotional applications. Ahe proclaims, "We typically see conversions of 2% to 5% reader engagement, as well as an 87% click-through rate."



Following Ahe's use cases and technology overview, Debora Haskel of IWCO outlined her AR implementation experiences as a service provider that is leveraging AR for marketers. Haskel shared an example of an augmented reality welcome kit that her company created for Best Western. She explained, "Hotel loyalty program members can be very fickle, so one of Best Western's primary challenges was determining how to generate greater engagement among members."



Direct marketers are still learning how to incorporate augmented reality into their media mixes, so Haskel outlined a few of the lessons that she learned to help others launch their own AR campaigns for clients. She noted, "Customers struggle with how to use AR technology. Since you can do so much with it, you really need to focus on developing content and determining the appropriate actions for use."

Pellow, Ahe, and Haskel had much more to say on the subject, so be sure to check out this on-demand webinar for more advice. This webinar is perfect for marketers and print service providers who are ready to take the next step for interactive print with augmented reality!

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Augmented reality (AR) is leading-edge technology that allows for a digitally enhanced view of the real world. This technology offers the capability to add layers of digital information—videos, photos, and sounds—directly on top of items in the world around us. Watch this webinar to learn about how consumer use of AR, key applications of AR, and examples of how AR has effectively been blended with print and other media to deliver an interactive experience.



**WATCH THE WEBINAR TO LEARN MORE:
A REALITY CHECK: AUGMENTED REALITY**

LARGE FORMAT SPOTLIGHT

PACKAGING—FOR THE BRAND OWNER IT IS ABOUT STAYING RELEVANT AND ADDING VALUE

The need for product packaging will never go away, unlike the trend that we have witnessed over the past several years in the reduced need for printed materials like books, manuals, brochures, coupons, and even mailers. This is a result of the expanded capabilities, continuous and uninterrupted access to the internet, and the impact of electronic apps and devices like the smartphone and tablets. Simply put, packaging cannot be digitized!

With that being said, converters and packaging manufacturers are now dealing with business issues similar to what the commercial print market faced some 15 years ago. In this consistent undulating market, brand owners are faced with the challenges of keeping their products and brands dynamic and relevant in the market. They are constantly fine tuning their messaging and product packaging to keep their products fresh, making custom and short-run packaging one of the fastest growing segments of the packaging industry.

Adding to this growth is the recent trend in the increase of private labeling in the retail market space. Studies have shown new growth and opportunities are on the rise because major supermarket chains are looking to diversify their product offerings.

Market drivers

- Shorter runs through SKU proliferation
- Typical large supermarket 70,000 lines
- More flavors
- More colors
- More packing sizes
- Faster turnaround
- Changing legislation
- Improvements in supply chain management
- Deliver fresh emotions and new customer engagement

Where to start

Now that you know what is driving the demand in this market, you may ask, "How can I capitalize on this and make money?"



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For more information click [here](#) to watch the free webinar *Perfecting Package Design with Digital Solutions* hosted by Brand Packaging.

CANON SOLUTIONS AMERICA INTRODUCES OCÉ VARIOPRINT® i300 DIGITAL PRESS TO U.S. CUSTOMERS

Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc. announced today that the first units of the Océ VarioPrint i300 press, the first high-speed, sheetfed inkjet press in Canon's portfolio, have been shipped to four customer sites in the U.S. Canon Solutions America played an integral part in introducing this important new product to the production print market, working closely with customers during the developmental and testing phases, as well as providing support during installation and training.



OCÉ VARIOPRINT i300 PRESS

INKJET CORNER

TUNE IN FOR THE NEXT PRESSGO WEBINAR!



The Océ VarioPrint i300 Press: Everyone is Talking Inkjet, But What About Cutsheet? May 14 | 2:00 PM EST

Everyone is talking about inkjet. 2015 marks the official launch of Canon Solutions America's Océ VarioPrint i300 press. This high-speed, sheet-fed, digital inkjet, full-color press was unveiled at the Print 13 event and launched this year. The system combines the best, market-proven, sheet-fed technologies from Canon's portfolio with an innovative, patented four-color ink system. The Océ VarioPrint i300 press produces up to 3,800 duplexed B3 sheets and up to 8,500 duplexed letter sheets per hour, with volumes of up to 10 million letter-size images per month. This new digital inkjet cutsheet press offers integrated end-to-end digital workflows built atop the Océ PRISMAsync® digital front end controller and the Océ PRISMA® software platform, along with robust feeding, output and online finishing capabilities, managed by full process quality controls. This webinar will help you understand the full range of capabilities of a product that is designed to serve applications like direct mail, transaction documents, and books on demand.

ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit csa.canon.com.

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