



ENCORE  
ATLANTA PLUS

## ENCORE ATLANTA PLUS AUGMENTED REALITY APP FAQ

### How does Augmented Reality (AR) work?

Think of it as a next-generation QR code reader. Like a QR code, it needs an app to make it all work. Encore Atlanta is heavily promoting the Encore Atlanta Plus app to our audience (available free at the Apple and Google Play stores). Once the E+ app is downloaded to a smartphone or tablet and opened, our audience can hold their devices over a specific ad, image, logo, etc., and a video will automatically play.

### What triggers the AR?

In most cases the image on a two-page spread or full page triggers the video and a call to action. You can also choose to make the logo in your ad the trigger. This allows more flexibility with future Encore print and digital channels because you can change the ad, use the logo trigger in multiple emails and online and avoid the recurring \$350 setup fee.

### Is the AR something your team builds after we provide the creative?

Yes. Send us raw materials with instructions in a Word document. For example, send us a PSD file in layers with directions and links: "I first want the viewer to see what is on layer one with Facebook and Twitter images and a link to [www.your-url.com](http://www.your-url.com), then show the 'pin your favorites' image on layer two with a link to [www.your-url.com](http://www.your-url.com)." You can also send us video files, YouTube links and photographs.



Here's a video showing what's possible as well as the effect AR has on people: [budurl.me/ar-examples](http://budurl.me/ar-examples).

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