

your  
BRING YEARBOOK TO LIFE USING



SCAN  
THIS  
COVER

It's in magazines and ads, on product labels galore. And there's no reason not to use **AUGMENTED REALITY** in your yearbook if you want. These easy-to-use, inexpensive (sometimes, free!) tools allow you to share video content that complements your printed book and so much more. Learn how now.



IN 2014,  
**30%**  
OF ALL MOBILE  
SUBSCRIBERS WILL  
USE AR AT LEAST  
ONCE IN A WEEK.

AND MORE THAN  
**864**  
**million**  
SMARTPHONES  
WILL HAVE AR  
TECHNOLOGY  
ENABLED IN THEM.

ESTIMATES FOR  
2017 SUGGEST  
**2.5**  
**billion**  
MOBILE AR APPS  
WILL HAVE BEEN  
DOWNLOADED.

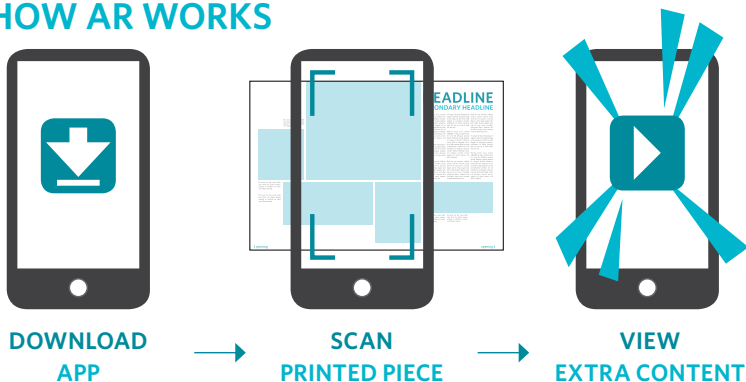
## UNDERSTANDING AUGMENTED REALITY

Augmented reality (AR) may seem magical, but today's technologies allow for point-of-access connections from printed materials and other visuals to all kinds of other information in real time. While publishers and designers are linking videos and other content to traditional print works, the worlds of advertising and marketing are layering fun and additional messaging atop standard communications. Whether you realize it or not, you're already surrounded by augmented reality.

### DID YOU KNOW?

A SINGLE iPhone HAS MORE COMPUTING POWER THAN ALL THE COMPUTERS NASA OWNED IN THE 1960s WHEN MAN FIRST WALKED ON THE MOON. *PHYSICS OF THE FUTURE* MICHIO KAKU

## HOW AR WORKS



## EVEN IN YEARBOOK?

The possibilities are endless. Staffs might decide to attach other images to photos published in the yearbook or images may “come to life” when videos share thoughts of a photo's subject or film from a big play. Portraits might be supplemented by profiles and ads could include taped messages as well as still photos.

## HOW CAN YOU USE AR?

The great news is that there are companies out there that have already designed easy-to-use tools that are not cost prohibitive. There's no programming, coding or development necessary on your part.

And we've already done some research for you. While there are a number of augmented reality applications available, two fit well with the needs a yearbook staff might have. Our side-by-side comparisons for Aurasma and Layar include links to get started for both, so you can decide which you might want to use.



While Aurasma uses the term *Aura* to refer to additional content linked to an image, Layar identifies each instance as a separate Campaign.

### ADVANTAGES

- Create unlimited Auras absolutely free
- Videos play immediately after scan
- Share Auras easily via email and social media
- Create Auras by choosing from thousands of digital animations already on the platform or use your own photos and videos
- Set Time Restrictions to make Auras appear during certain dates/times

### DISADVANTAGES

- Viewers need to follow and like your Channel to find your Auras
- Video originating from YouTube won't play automatically

[HTTPS://STUDIO.AURASMA.COM/](https://studio.aurasma.com/login)  
LOGIN > SIGN UP

### ADVANTAGES

- Publish unlimited Campaigns up to 60 days for free
- Promote your Campaigns on social media
- Add a Slide Carousel to include up to twelve images in one Campaign
- Create a poll of up to four choices. See the results in your Campaign stats.
- Show a live Twitter feed

### DISADVANTAGES

- Video uploads must link to YouTube channel
- To publish content for more than 60 days, there is a cost (discounted pricing for educators is available)

[WWW.LAYAR.COM](http://www.layar.com) > LOGIN >  
SIGN UP

A NUMBER OF OUR SCHOOLS JUMPED RIGHT IN THIS YEAR, ADDING ADDITIONAL COVERAGE (AND, IN SOME CASES, THEME DEVELOPMENT) TO THEIR PRINTED VOLUMES USING AUGMENTED REALITY. **DOWNLOAD THE AURASMA APP NOW. THEN, LOOK FOR THE ICON, FOLLOW THE CHANNELS AND SCAN THE IMAGES TO SEE HOW THESE SCHOOLS BROUGHT PRINT TO LIFE IN THEIR 2014 YEARBOOKS.**



Education is the most powerful weapon which you can use to change the world." -Nelson Mandela



BRING THIS  
IMAGE  
TO LIFE  
WITH THE FREE  
AURASMA APP



**LAREDO MIDDLE SCHOOL**  
LIONSTALE - AURORA, CO  
CHANNEL: LAREDO LIONSTALE 2014

Their theme was "There's more..." so it made sense that the *Lionstale* staff hosted more than 60 videos on their channel. Ranging from a message from the principal and coverage of dances and drama productions to personality profiles, augmented reality allowed the staff to share video coverage and to develop the theme literally.



BRING THIS  
IMAGE  
TO LIFE  
WITH THE FREE  
AURASMA APP



**LATIN SCHOOL OF CHICAGO**  
ROMAN - CHICAGO, IL  
CHANNEL: LATINAURA2014

Because the school was celebrating 125 years, the yearbook staff created a special gatefold tip-in covering the celebration — and then they used Aurasma to add videos of the student body forming the number 125 for a school-wide panorama and the senior class' contributions to the celebration.







BRING THIS IMAGE TO LIFE  
WITH THE FREE AURASMA APP



BRING THIS IMAGE TO LIFE  
WITH THE FREE AURASMA APP

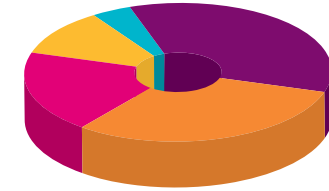
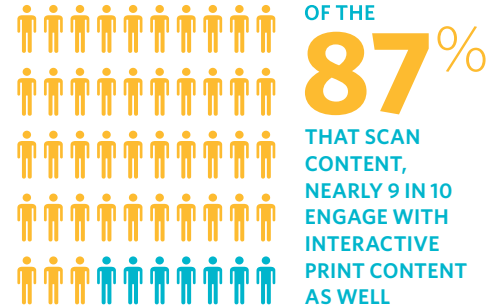


Members of the State champion drumline cause some ruckus at the winter assembly with a performance in center of the crowd. "I love performing in front of the whole school, when it comes to performing the more people the better," said M. Corrick (pictured center).

**CORONA DEL SOL HIGH SCHOOL**  
SUNSET - TEMPE, AZ  
CHANNEL: CDSYBK > BLINK 2014

Video of the state championship drumline, a homecoming bonfire and fans in the stands brought key moments to life with Auras in *Sunset*. All three of these staffs made sure readers had detailed instructions telling readers what they needed to do to see their extra content.

## AR FACTS AND FIGURES



WHAT DRAWS SOMEONE TO THE POSSIBILITIES OF INTERACTIVE PRINT?

- CURIOSITY 35%
- FOLLOWED INSTRUCTIONS IN A PRINTED PIECE 31%
- BY RECOMMENDATION 19%
- PRE-INSTALLED ON MY DEVICE 11%
- OTHER / CONSIDERED "COOL" OR "AWESOME" 4%

I'M A FREQUENT AR USER WHO TRIES IT WHENEVER I CAN **33%**

I'M NOT A FREQUENT AR USER BUT I'LL TRY IT NOW AND THEN **32%**

**65%** OF THOSE THAT HAVE SCANNED CONTENT TRY TO GET THEIR HANDS ON AS MUCH AR AS POSSIBLE OR WILL SCAN WHEN GIVEN THE CHANCE

NEARLY HALF OF ALL AR USERS ARE YOUNGER THAN 30

- 14% <19 YEARS OLD
- 32% 20-30 YEARS OLD
- 25% 31-40 YEARS OLD
- 16% 41-50 YEARS OLD
- 13% >51 YEARS OLD



It's long hours in front of the computer. It's bringing many ideas **TOGETHER** and blending them into one. We laugh, brainstorm, take photos, design, eat, write, edit, save and eat some more.

**WE** create something greater than ourselves. Working together, our staff **CAN** do amazing things. The memories we preserve will last well beyond our years within these walls.



YEARBOOK TRULY MAKES A DIFFERENCE.

## AND IT'S EDUCATIONAL

Augmented reality presents possibilities across the curriculum. Students can interact with computer-generated simulations of historical events or visualize the spatial structure of a molecule, interacting with a virtual model that appears in their hand. AR provides additional opportunities for yearbook staffers to learn contemporary skills that will serve them well in college and beyond as they use the newest technologies and add marketing, videography and potentially video editing to their skill sets. You can add augmented reality to both publications you're preparing to print and to pieces that have already been produced. You might design custom sales posters and have the subjects in the photos come to life and talk about why they bought a yearbook. You could allow parents to add videos to their senior ads for an additional charge. All of these possibilities simply reinforce the reputation of yearbook as the ultimate educational experience.



2013-2014

NEWS OF  
**MUSIC**  
**MOVIES**  
**PEOPLE**  
**SPORTS**  
**TRIUMPHS**  
**SCIENCE**  
**WEATHER**  
**TECHNOLOGY**  
& THE WORLD  
AROUND US



## SEE HOW IT WORKS

TO SEE THE DIFFERENCES BETWEEN THE AURASMA AND LAYAR EXPERIENCES, DOWNLOAD BOTH APPS AND SCAN THESE IMAGES. YOU'LL SEE MORE AR THROUGHOUT THE YEAR AS WE INCORPORATE MESSAGES INTO MATERIALS YOU RECEIVE FROM HERFF JONES.

AURASMA CHANNEL: HERFF JONES YEARBOOKS

## EVEN MORE RESOURCES

Scan the cover of this brochure with the Layar app for a list of 39 augmented reality apps for education. For instructions and support materials, log onto:

[HTTP://WWW.YEARBOOKDISCOVERIES.COM/AUGMENTED-REALITY](http://www.yearbookdiscoveries.com/augmented-reality)