

# AURASMA



## BRINGING PRINT TO LIFE USING AUGMENTED REALITY

Aurasma is an augmented reality platform that is available as a free app for iPhones, iPads and high-powered Android devices. Aurasma uses advanced image and pattern recognition to blend the real world with rich, interactive content such as videos and animations called “Auras.”

To view Auras created for yearbook marketing products, you **MUST** be following our Aurasma Channel [Herff Jones Yearbooks](#). Follow the steps below to download the app, follow our channel and bring print to life for your customers and prospects.



### STEP 1 DOWNLOAD THE AURASMA APP.

If you've not downloaded Aurasma before, you will be asked to enable locations and create an account, neither of which is required to continue. The app also automatically moves you through a quick tutorial after an initial download.

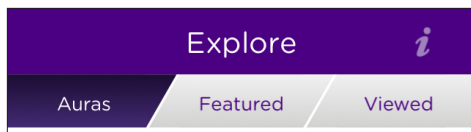
### STEP 2 TAP ON THE SMALL ARROW AT THE BOTTOM OF THE SCREEN.



### STEP 3 TAP ON THE MAGNIFYING GLASS.



### STEP 4 SEARCH FOR OUR AURASMA CHANNEL HERFF JONES YEARBOOKS.



### STEP 5 TAP THE FOLLOW AND LIKE TABS, PLUS SHARE OUR CHANNEL THROUGH EMAIL AND SOCIAL MEDIA.



### STEP 6 TO VIEW AURAS, SIMPLY SELECT THE CAMERA ICON AND HOLD YOUR PHONE OVER THESE PIECES OF THE ENGAGE PACKAGE:

**TOGETHER WE CAN POSTER  
2014 WYBK COVER  
AUGMENTED REALITY BROCHURE, INSIDE**

IN ADDITION, THE BACK OF THE **COLOR PLUS FLIER** HAS AN AURA. YOU'LL SEE OTHER EXAMPLES OF AUGMENTED REALITY IN MONTHS TO COME.



**LOOK FOR MORE** CALL-TO-ACTION ICONS LIKE THIS ON FUTURE MARKETING MATERIALS — IT INDICATES WHEN A PRINTED PIECE SHOULD BE SCANNED BECAUSE IT HAS AN AURASMA-AUGMENTED REALITY COMPONENT.



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