UnitedMail
Augmented Reality 101

What is Augmented Reality?

Augmented reality (AR) superimposes video, graphics, sound and other elements on real world things. As the name suggests, it aims to enhance the world around us and make it more interesting. In direct mail, AR is a video or image that displays on your phone once you scan the printed version with an app. This technology allows users to see previously static content on their mobile device in a new, interactive way. By superimposing an image onto a mobile device's camera screen, images like magazine advertisements instantly because digital experiences.

What apps do I need to download to view it?

Layar is the one that we have used the most, and is the one that most print companies seem to use.

How much does it cost us?

Layar has a DIY AR Pro page that costs $34 per augmented page, but that's mostly for small businesses, and includes some statistics, in a dashboard. The Premium subscription, which includes downloadable statistics, transparent video, a customer button library, and advanced html buttons, is $340 per month. We can become a partner/reseller, and that would be cheaper.

What is the USPS stance on AR?

USPS offers a 2% postage discount for people using AR and First Class or Standard Mail. The registration period is January 15th-August 31, 2016, and the actual program is March 1st – August 31st, 2016.

How can we measure success?

Layar Pro has real-time statistics that show in a dashboard. It will show you Page Views, Interactions, Unique Users, Users Per Country, and Page & Button Stats. Layar Premium has the same statistics, but downloadable, so you can get a deeper dive into them.

How should we communicate this to a client?

"Incorporate Augmented Reality (AR) into your direct mail, to bring print pieces to life! Videos,

interactive apps, and images display on your phone, when you simply download the Layar app, and scan the mail piece. Consumers were 135% more likely to purchase a product they viewed through AR than a product they saw in a traditional advertisement. People that use AR see a 20% increase in revenue, and it's set to increase to 60 million users in the next year!"

What are some resources to read and share about AR?

http://engage.opentext.com/assets/ephemeral/2016/MKT-8746/HP_Aurasma_eBook_Augmented_Reality_Direct_Mail.pdf
http://www.marxentlabs.com/ar-videos/
http://www.inglobetechnologies.com/docs/whitepapers/AR_printing_whitepaper_en.pdf
http://www.computerweekly.com/blog/Quocirca-Insights/Augmented-Reality-and-Print-Gimmick-or-Game-Changer
http://www.targetmarketingmag.com/article/can-augmented-reality-add-value-print/

United Mail Internal Setup Utilizing Layar Application
1. Go to http://www.layar.com
2. Create an account
3. Create new campaign
4. Upload your artwork for your direct mail piece
    a. Make sure the artwork is high resolution – it might take a few minutes to upload.
5. Add "buttons" to your piece.
    a. Can be actual buttons, or icons that will show up as clickable when someone downloads the Layar app.
    b. We recommend including a company video, or some type of interactive button.
    c. You can add animations to the buttons, so that they move when a user clicks on them.
6. Download Layar app and scan the test version to make sure all of the buttons are working
7. After adding buttons, hit "publish."
    a. The free account will not track statistics, and you can only publish one page
    b. The pro account will let you pay per page you publish, and tracks statistics
8. If you need more help with getting started, check out http://help.layar.com/hc/en-us/articles/203786089-Layar-Creator-Getting-Started-Guide-

United Mail External Setup Utilizing Layar Application
1. Acquire artwork for campaign to give to Wil in Illustrator, Photoshop, or InDesign format.
    a. We recommend including Wil in these meetings, so he can ask questions, determine where buttons can fit on artwork, and where the Layar instructions will go.
2. Determine mail piece sizing, paper, pURL, variable print, and other print specs.
3. Determine if client has company video, whether it is in a supported format, whether it is less than 60 seconds.

4. Determine what types of buttons or animations the client wants to use.

5. Determine if the client wants downloadable statistics, and whether Layar Premium is right for them (it includes the transparent video, custom HTML buttons, and a customer button library).

6. Create job ticket for print job, and include all this information for Wil.

7. Download the Layar app and test the proof, as well as ensure client approves.

Best Practices

1. The page should contain enough graphical details, such as images. Make sure that it looks very visually busy

2. The page should not have large portions of blank area

3. The page should not only contain text

4. The page should not contain graphics that look the same in any orientation, such as a circle

5. The page should not contain graphics with repetitive patterns

6. Make sure that multiple pages in the same campaign do not look too much like each other.

7. Add an instruction section: ex: "Scan this QR code to download Layar app to see interactive elements!"

8. Add eye-catching calls-to-action

9. Complement the printed content with similar colors, textures, fonts and designs

10. If you want more information on best practices, check out http://static.layar.com/web_documents/Steps_to_effective_campaign.pdf

Specs

1. Videos

    a. Supported video formats: MOV, 3GP, AVI, DivX, FLV, MPEG-2, MP4, MXF, OGG, VOB, and WebM.

    b. Max file size of 500MB

    c. Do not exceed 30-60 seconds

2. File Formats for artwork

    a. Artwork must be in Illustrator, Photoshop, or InDesign format, so Wil can place buttons, indicias, and the Layar instructions accordingly

    b. Images in Layar Creator should follow the RGB color model