
MAKING YOUR NEWSPAPER COME ALIVE WITH AUGMENTED REALITY



PETER KVARNSTROM, PRESIDENT COMMUNITY MEDIA, GLACIER MEDIA

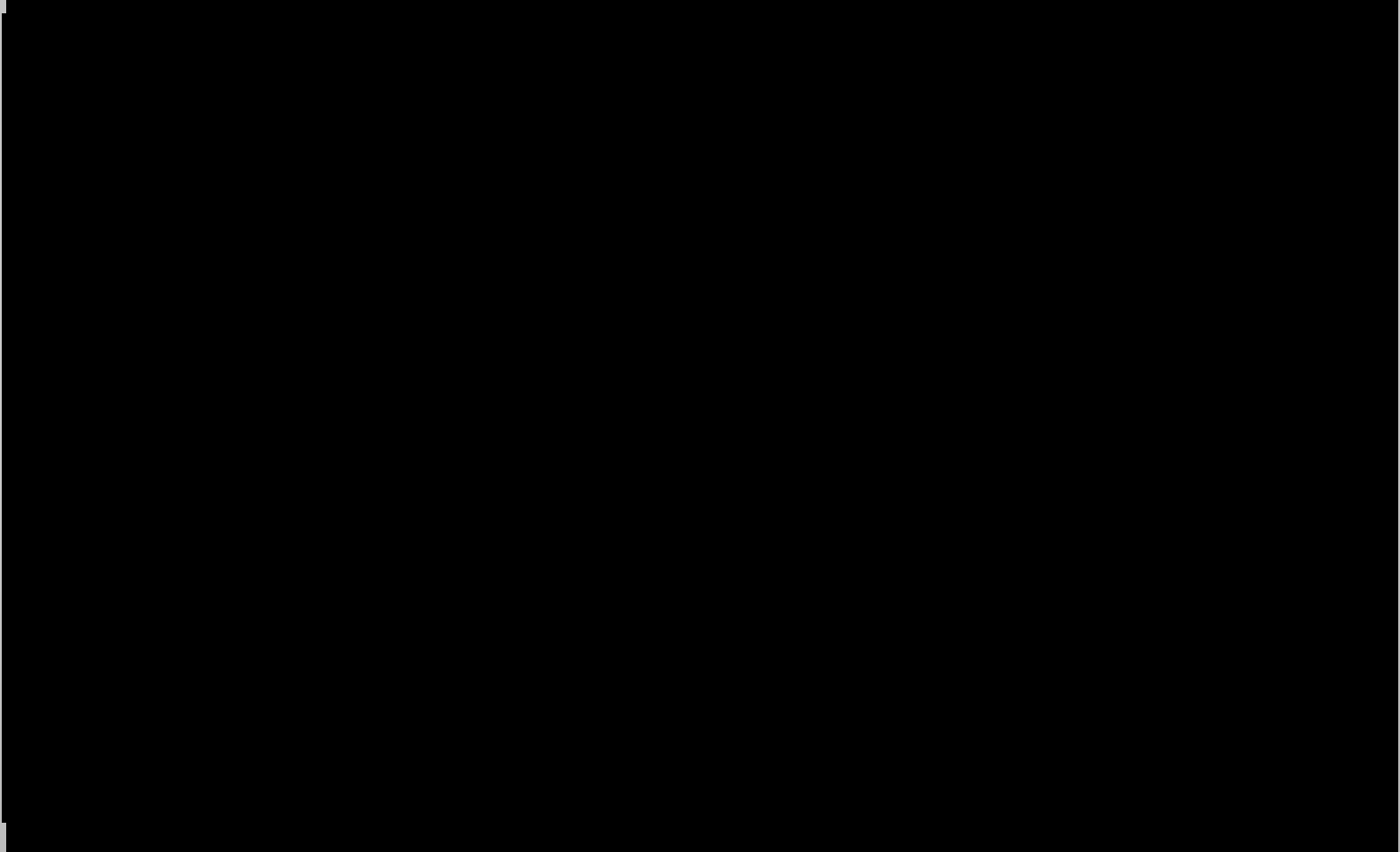
What is Augmented Reality?



- We are the first Company in the world to launch something for AR to this scale.



A TRUE MULTI-MEDIA EXPERIENCE



ABOUT LAYAR

Layar is pioneering the interactive print movement and paving the way for a more robust future for the publishing industry in a digital age

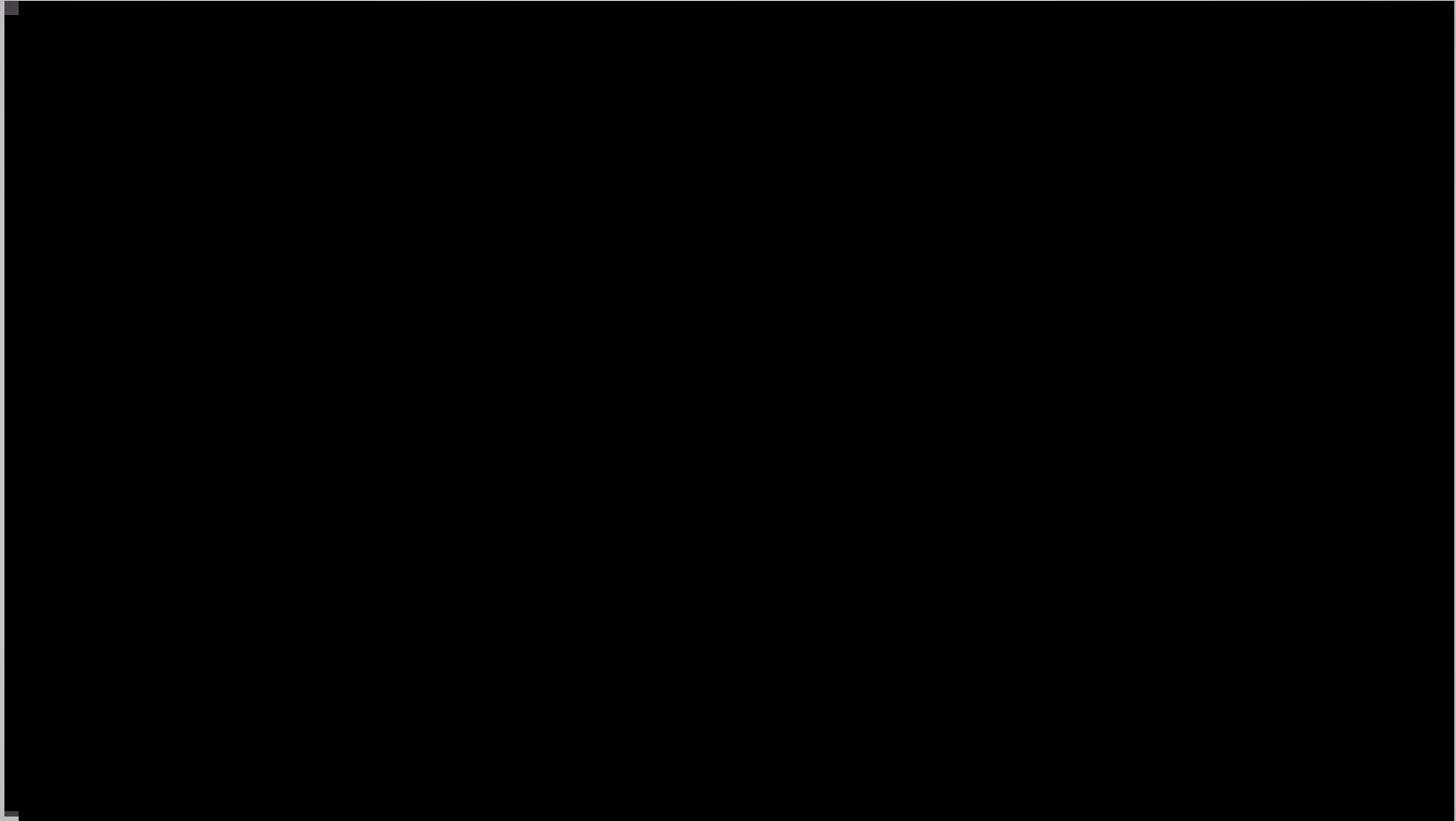
- 2009
- Amsterdam
- New York
- World Economic Forum
- Deloitte Fast50



DOWNLOADS:

**NOW 795,000 in CANADA
30 MILLION WORLDWIDE**

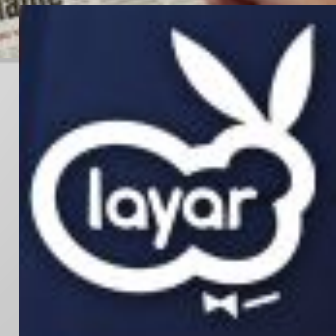
LAYAR



GLOBAL

It's happening now in 209 countries with over 300 million pages

- Glossy magazines
- Newspapers
- TV guides
- Customer media
- Brochures
- Catalogs



HOW IT WORKS

layar interactive print enables readers to:

- **engage** with video and slide shows
- **share** through social media
- **buy** with mobile commerce



QR?



- no code
- aesthetics
- call to action
- user aware
- branding
- messages
- > 1
- Superior analytics



USER ADOPTION

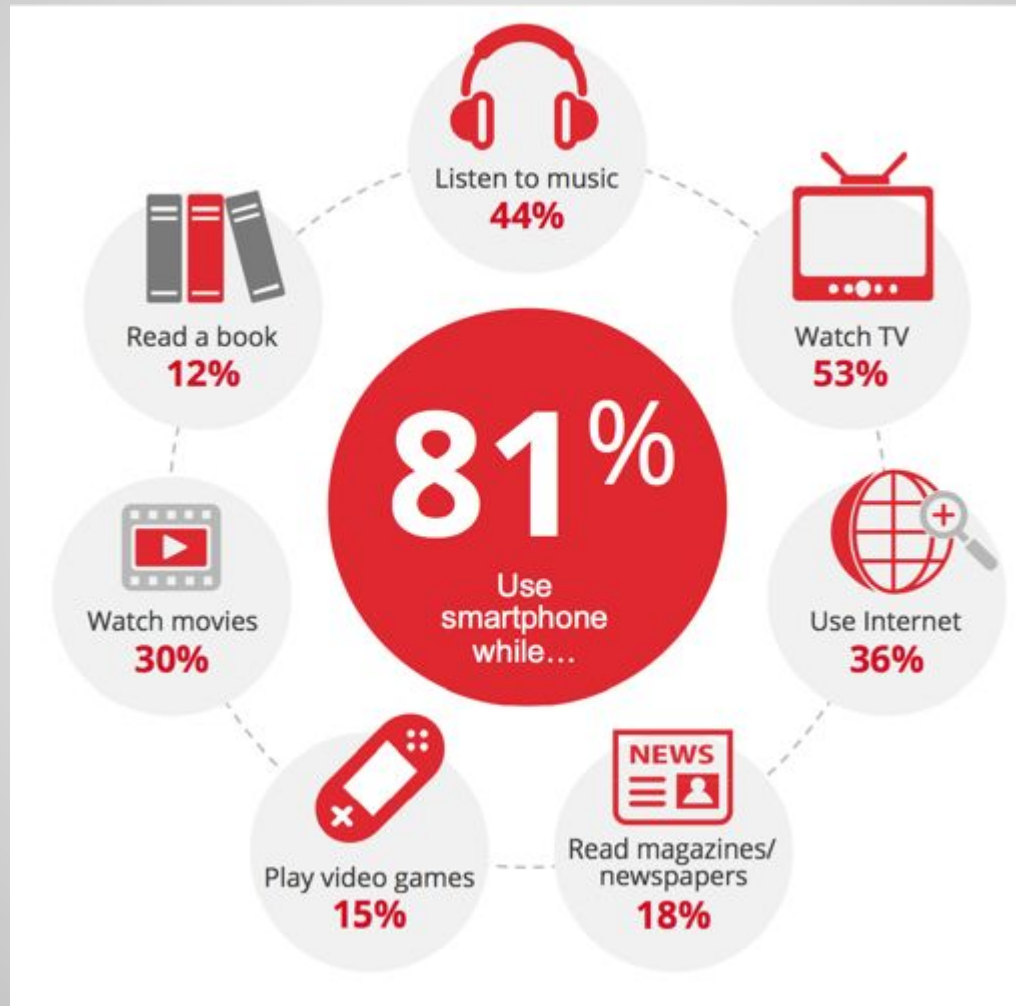


user adoption of layar is a two step process:

1. **compel the reader to download the app**
2. **engage the reader with content**



TIME SPENT PER WEEK MEDIA ACTIVITIES



CANADIANS LOVE VIDEO

Geography	Q4 2012*		
	Average Monthly Unique Viewers (000)	Average Monthly Hours per Viewer	Average Monthly Videos per Viewer
Worldwide 	1,277,913	18.9	180
United States 	164,452	21.8	288
Russian Federation 	50,773	21.9	181
Germany 	44,126	22.4	188
Brazil 	39,672	11.4	134
France 	37,609	18.7	204
United Kingdom 	33,381	30.4	300
Italy 	23,800	20.7	191
Canada 	23,357	2nd 24.8	2nd 291

ENCOURAGE DOWNLOADS

- Reader Contests
- Promotional Ads
- Editorials
 - (education & unique content)



WIN \$1,000 CASH!
Has your mobile device earned its keep?
Simply download the Layar app onto your Apple or Android phone.
Then use the app to discover the hidden treasure of \$1,000.

Download and use Layar in four easy steps:

1. Download Layar from the App Store or Google Play.
2. Open the app and tap on the 'New' button.
3. Tap on the 'Layar' button to start the app.
4. Tap on the 'Layar' button to start the app.

Only available in the US. \$1,000 cash prize. To see more details, visit [www.layar.com](#).



**Hey kids!
Use Layar
to teach
us about
Minecraft**

Here at the 'Now',
we've noticed how
crazy our young
readers are about
Minecraft.

The problem
is, most of us
adults don't quite
understand how to

USER EXPERIENCE

- digital content
- amplify feelings
- multiple use
- sharing
- brand strength
- **scan with**



INTERACTIVE PRINT FOR

EDITORIAL



Have your
front page
come to
life with
video



Speak to your
readers like
never before



Be my Valentine Learn about animal attraction and all things Valentine in our special segment **A14-16**

The CHIEF



Listen to a sample now

Go to the article

SQUAMISH'S COMMUNITY NEWSPAPER THURSDAY, FEBRUARY 14, 2013 www.squamishchief.com

Buffering... 0:00

Cam Salay hits the road solo

June Award-winning
Brickendale musician
releases his first CD

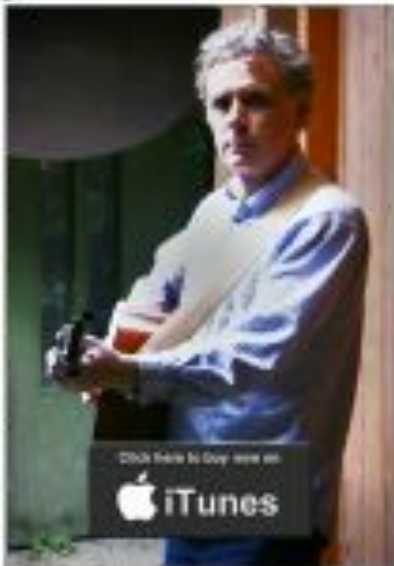
STEVEN HILL

Cam Salay has chosen to take his music to the next level.

The Brickendale musician and award-winning songwriter has spent the past 20 years honing his craft for the music business. He has written and produced for the industry with successful hits from "The Superhero" featuring a local band, to the hit "The Morning Bump" and writing songs for radio. He is now taking the leap to the next level with his first solo CD, "Wishbone".

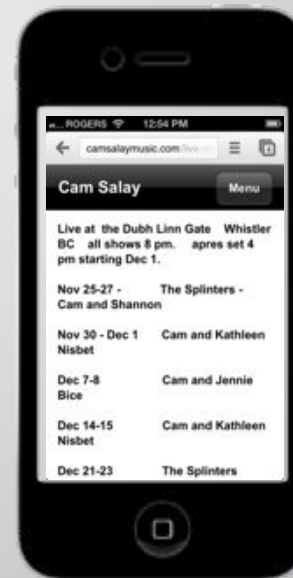
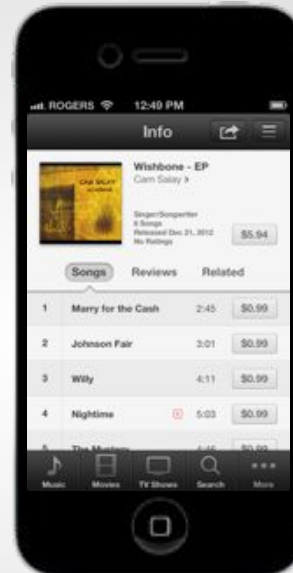
"I had a couple of songs I had been working on for a while. I had a CD I produced with my wife..."

Cam Salay



Check the tour dates

Listen Now



CHOOSE YOUR HEADLINE



Add video
to your
page





Scroll through the high-lights from the big game with multiple photos

Link to live box scores and standings

INTERACTIVE PRINT FOR

DINING



TWO CAN
Wine
AND
Dine

\$ FOR
75
(what makes this all)

INCLUDES

SALAD: White Swiss

MAIN COURSE: Your choice of either our Tarragon Filet Steak Filet or goat cheese & scallops in freshly cream sauce

ENTREE

BOTTLE OF WINE: One Legt Estate Spook Day Rose (March 2013)

Must present this ad in order to receive this promotion. Only valid from March 27th 2013. Not valid with any other coupons or promotions.

 **White Goose**
Bistro
Corner of 3rd & Dominion
250.561.1002
Family owned and operated by the Cyr family since 2007

find us on   

Make it easy to reserve a table

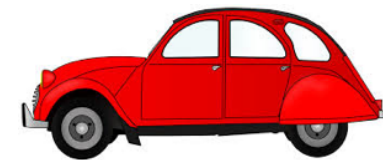
Give customers a preview of your menu

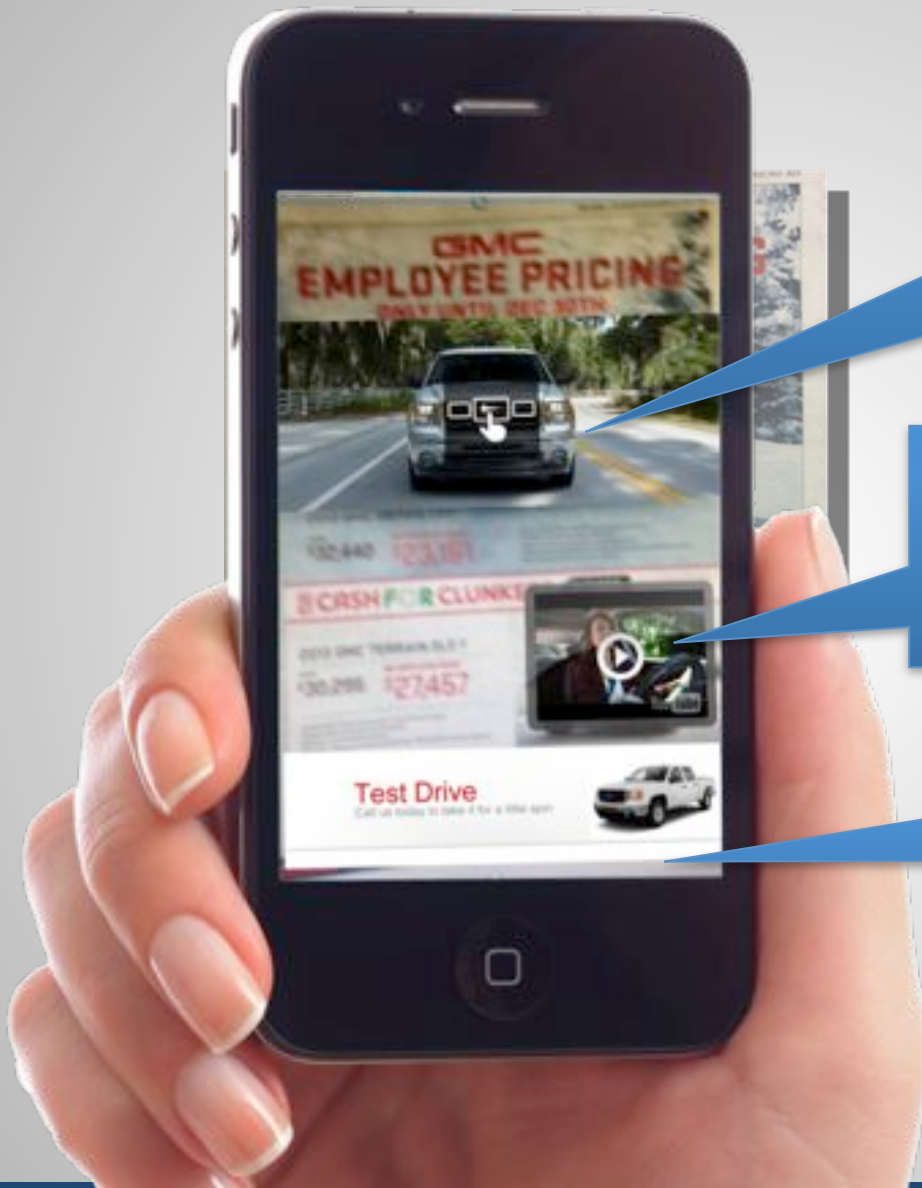


Get people talking about your business by engaging them on social media

INTERACTIVE PRINT FOR

AUTOMOTIVE





Use the power of an image carousel to showcase multiple pictures for your products!

You can also add video to your print ad!

AND create custom call to action to focus on ROI!

Use multi-media to provide users with 360° tours right from your ad!

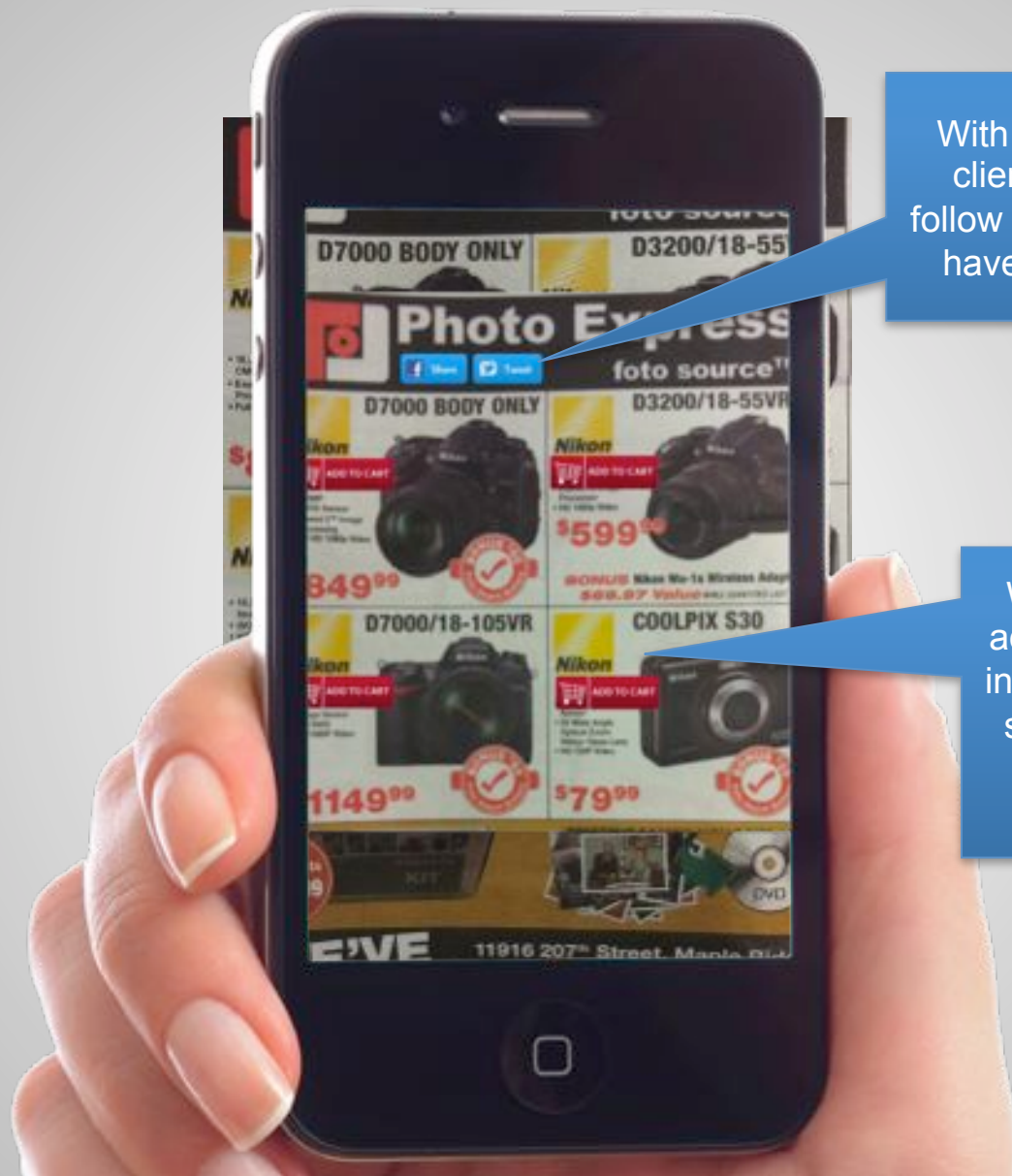


Increase test drive and walk in customers by providing a simple "Call to book a test drive" button!

INTERACTIVE PRINT FOR

RETAILERS





With social media buttons, clients can now instantly follow every news update you have right on their phone!

With Layar, you can also add “add to cart” button to increase your Mcommerce sales right at your clients finger tips!

INTERACTIVE PRINT FOR

REAL ESTATE





Turn every real estate listing into a virtual tour with detailed info graphics by embedding videos and images!

Connect with your potential customers in a simple one step process by including an interactive call to action button!

OPERATIONS

- ✓ plan the issue with additional digital content
- ✓ appropriate + effective additional experience
- ✓ graphic call to actions
- ✓ collect digital assets
- ✓ make room for instructions
- ✓ test
- ✓ send to print
- ✓ publish

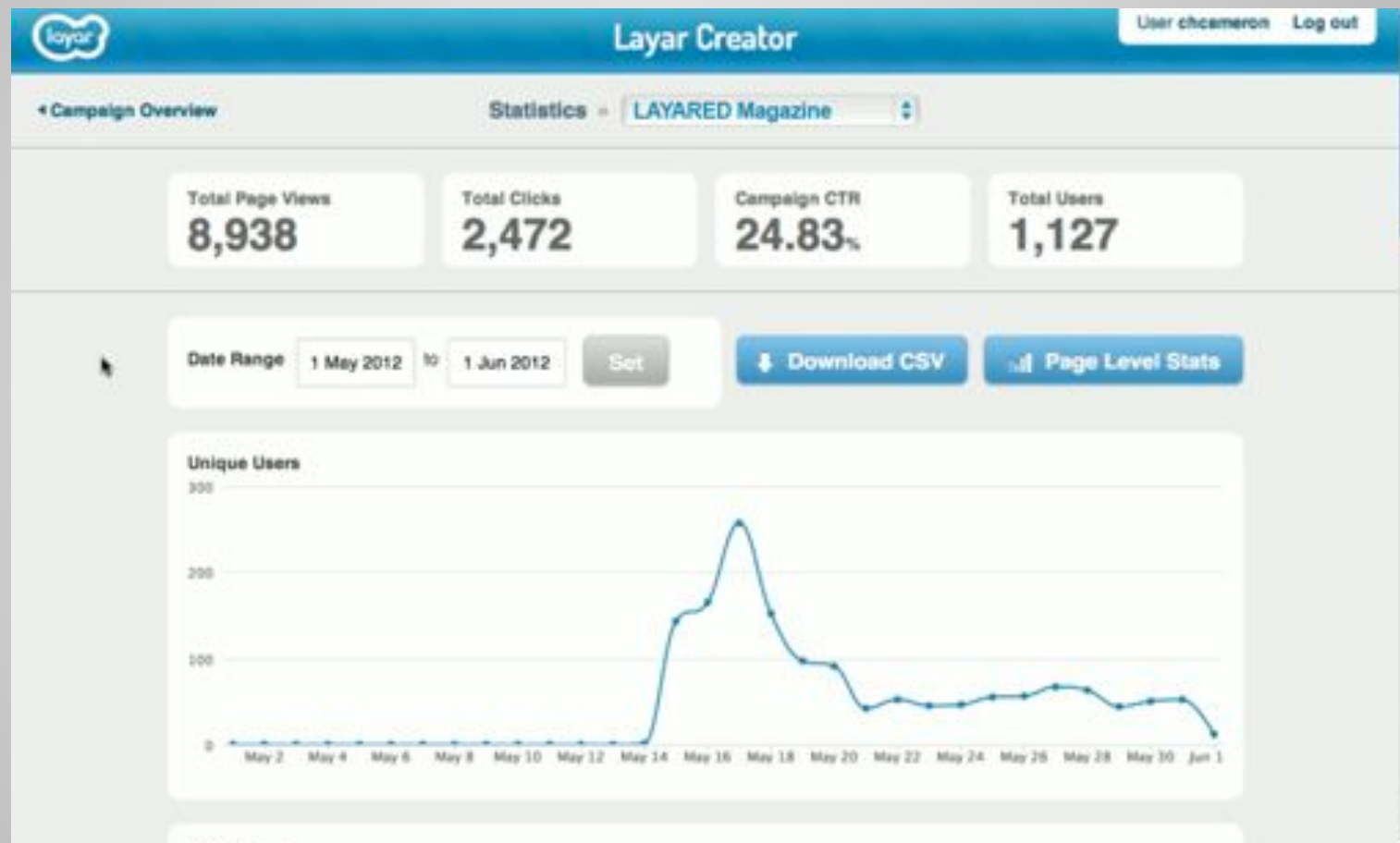
CREATE

The screenshot displays the Layar Creator web interface. At the top, the Layar logo is on the left, and the text "Layar Creator" is centered. On the right, there is a user profile section with "User chcameron" and a "Log out" button. Below the header, a navigation bar shows "Campaign Overview" and "LAYARED - LAYARED #1".

The main workspace is divided into three vertical panels:

- Pages:** On the left, there is a "Manage Pages" button and a list of three page thumbnails labeled "LAYARED #1", "LAYARED #2", and "LAYARED #3".
- Preview:** The central panel shows a large preview of a magazine page. The title "LAYARED" is at the top. Below it is a photo of a man in a suit and glasses. Text on the page includes "THE HEROES OF INTERACTIVE PRINT", "THE LAYAR CREATOR", and "30 MILLION AND GROWING EVERY DAY". A "Save Page" button is located at the bottom of the preview.
- Buttons:** On the right, there is a "Buttons" panel with "Standard" and "Custom" tabs. It contains several interactive button options: "Website", "Call Now", "Buy", "Download App", and "Tweet".

REPORTING - METRICS



SHARING THE SUCCESS

WE ♥ Layar

JOIN THE THOUSANDS WHO HAVE EXPERIENCED THE NEW WAY TO INTERACT WITH YOUR NEWSPAPER

watch testimonials with vsp

now

the counter

Richmond News

times

The Record

times

Langleys Advance

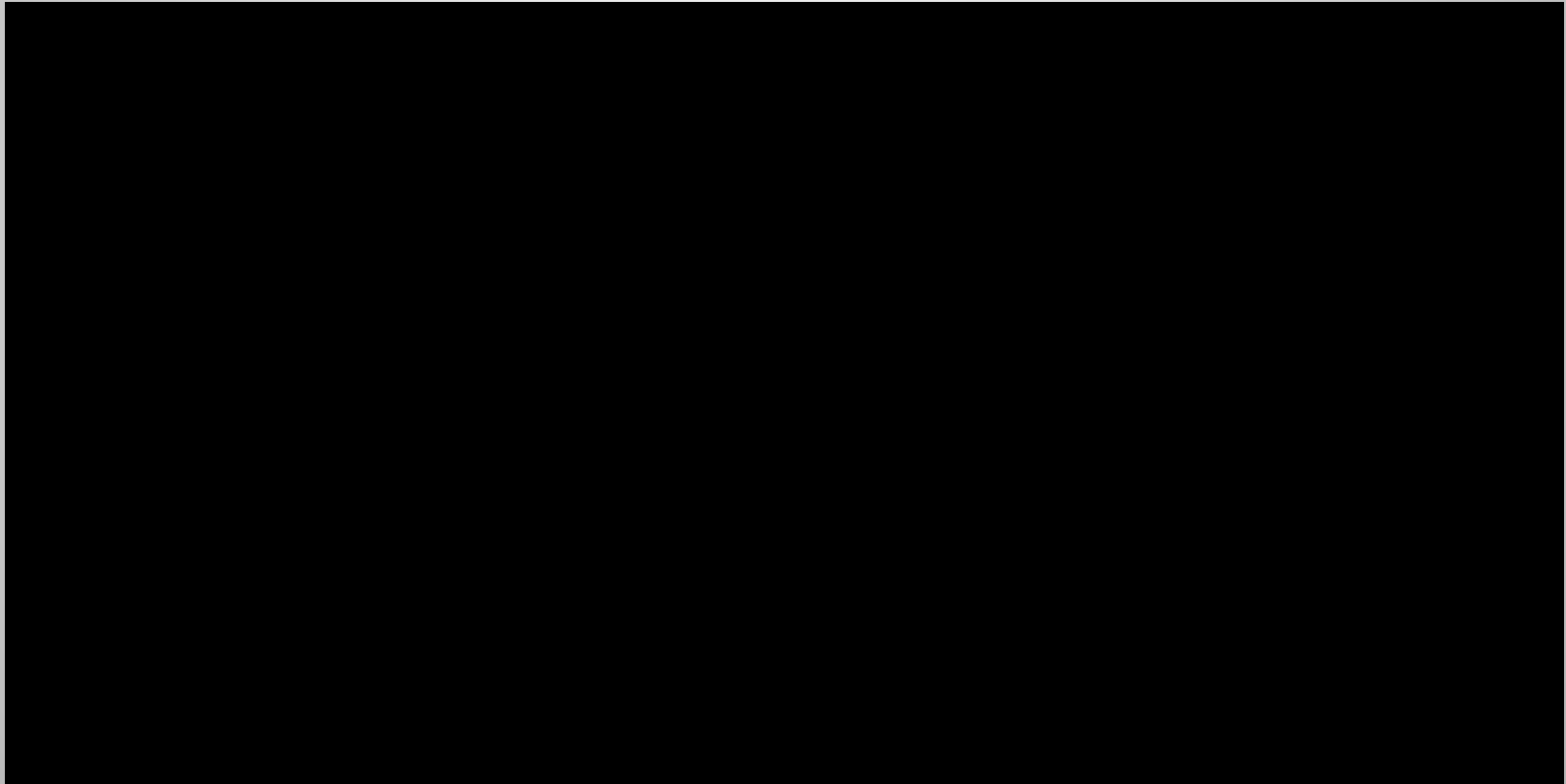
north shore news

DOWNLOADING AND USING LAYAR IN FOUR EASY STEPS

- Go to gettable.com to download the app on your phone.
- Launch the app and connect with the Layar app.
- Scan the app with the image of your phone.
- Layar comes up and you can see the Layar app.

GETTABLE.COM

**CONSUMERS LOVE LAYAR
READERS LOVE LAYAR
WE LOVE LAYAR**



Readers are no longer simply readers. With interactive print they are viewers, listeners, and buyers all enabled by the world's first truly interactive media: print.

