



Augmented Reality Books and Publications

Quick Guide

May 2022

Who We Are

Post Reality is an augmented reality company specializing in visual communications. It is part of the public [Glimpse Group](#) of VR, AR, software and services companies.

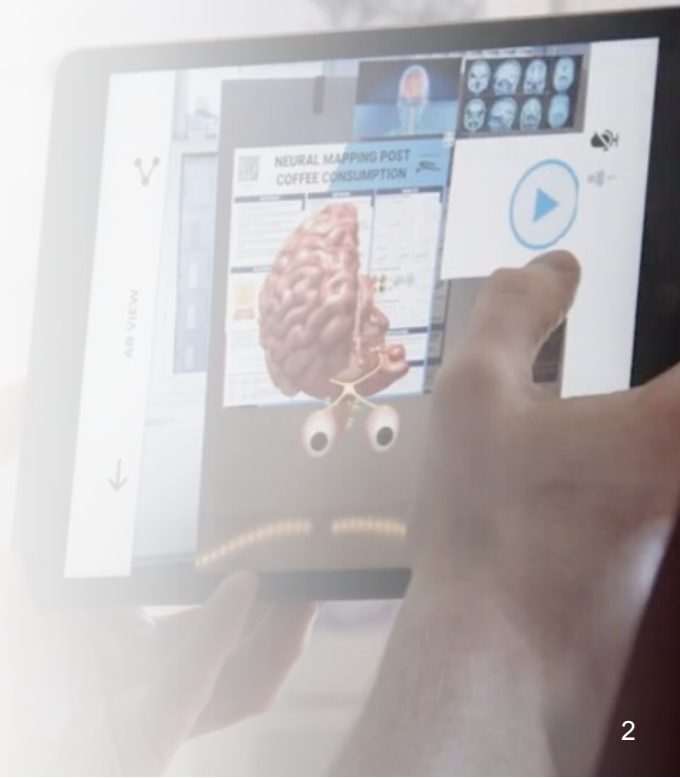
Post Reality got its start enhancing scientific research posters. Traditional posters were brought to life with 3D models, images, videos, and links to important information.

Augmented Reality Publishing Solutions

We have successfully transferred that expertise into enhancing books, publications, and any printed matter, including large scale billboards, signage and advertisements.

One of our newest capabilities uses proprietary technology to bring still portraits to life, and to enable them to speak.

Our focus is on working with you give your readers the most engaging, impactful and unique experiences.



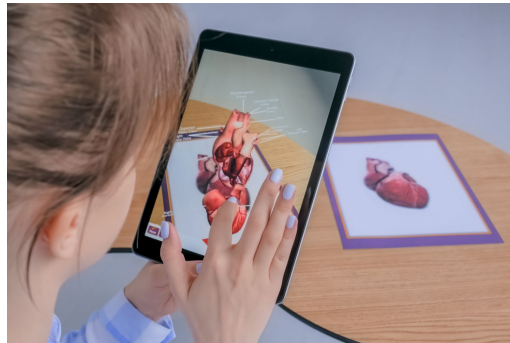


What Are Augmented (AR) Books and Documents?

Augmented reality books are those enhanced with digital content, allowing viewers to use their phones or tablets (and eventually glasses) to see exciting and engaging content, “floating” above the pages.

These experiences engage the senses to educate and entertain. Interactivity brings readers further into the story.

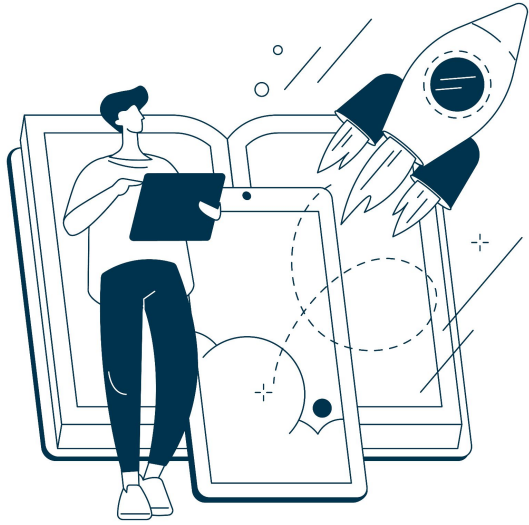
The same effect can be applied to printed material of any type and size, from magazines, catalogues and flyers, to billboards, and signage.



What types of books and publications are suitable to be made into AR books?

- Scientific books, journals
- Maps, atlases
- Magazines: fashion, architectural, travel
- Children's: storytelling, games, pop-up, puzzles, coloring books
- Art books
- Comics
- Photography
- Tourist / City Guides





What are the benefits to readers?

- Increased engagement through interactivity
- More memorable experiences
- Better comprehension and faster learning
- Increased accessibility (especially for young readers)
- Provides fun and enjoyable experiences



What are the benefits to publishers?

- Differentiation, including the 'wow' factor
- High levels of reader engagement
- Valuable analytics
- Real time updating
- Can include calls to action (making purchases)
- Enticing collateral for social media content
- Higher sales

Proprietary Enhancement: Speaking Portraits

Using artificial intelligence, Post Reality has added *Speaking Portraits* to its menu of offerings. Readers can see photos or illustrated portraits come to life!

How Can It Be Used?

Imagine an author introducing their work, a professor explaining a concept, or a favorite narrator reading to children - all starting with a static image.



Some of the Benefits Are

- Deeper connection with readers
- Significant market differentiation
- Personalization of books and publications
- Ability to change languages easily for local markets
- Use as a tool to acquire customers, and attract authors



Corporate

XR Digital Content



Corporate & Academic

AR Activation
SaaS Platforms



Architecture, Engineering & Construction

Augmented Reality
Software and Services



Financial Services

Data Visualization, Analysis,
Presentation & Collaboration
for VR/AR



GLIMPSE TURKEY

3D Model Creation

Large Scale
Photogrammetry
Production



Corporate & Universities

Corporate Training
and E-learning



PAGONI VR

Media & Entertainment

Realtime and On-Demand
VR Broadcasting



XR Training

Intensive XR
Bootcamps



Therapy & Support

Social VR Experiences
& Environments



QReal

Brands, Agencies
& Retail

Lifelike 3D models
& AR Experiences



Education

VR/AR for the K-12
education market



Healthcare &
Nurses Training
VR/AR for Medical
Professional Training

We work with our sister companies to deliver multi-disciplinary projects when required

Thank You



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