

DYK
DID YOU KNOW SERIES

AUGMENTED PRINT

THE EVOLUTION OF
MARKER-BASED AR


Sylvamo

THE
PAPER
PROFESSOR®



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DID YOU KNOW?

Augmented reality (AR) in print has come a long way. The quick response (QR) codes often used for AR were once considered too niche for mainstream use, but more than 89 million users scanned a QR code in 2022.¹ While the early days of AR in print required an app, the development of WebAR means you can now launch AR with no app required. Today, AR has become more accessible for the user and easier to design for than ever before.

WHAT'S NEXT?

The road ahead for AR in print is wide open in terms of the types of experiences, the applications and the data AR provides to help you better dial in your print marketing communications.

While a pamphlet with a QR code that launches a video can be an effective entry point into augmented print, visionary designers are pushing the boundaries when it comes to the interactivity that AR can offer.

RESOURCES

A high-opacity sheet like Accent® Opaque makes for a more easily scannable AR marker because there's no show-through. Check out all the basis weights at [accentopaque.com](https://www.accentopaque.com).

SOURCES

¹ <https://www.statista.com/statistics/1297768/us-smartphone-users-qr-scanner/>



Scan to see AR in action!

Try augmenting your print to differentiate your piece from the competition and create a more engaging, meaningful and useful experience for your target audience.



THINK BEYOND THE MAILER

Direct mail and AR is a productive match, but incorporating AR into other print applications such as event signage, product packaging like assembly instructions and even transactional print like account statements can be a surprising and powerful way to extend the audience experience and delight users in a new and unexpected way.



EXPLORE DIFFERENT EXPERIENCES

One benefit of AR in print is that it creates a digital bridge that helps users experience something in a new way. This is where AR that uses 3D renderings, 360° views of objects or places, informational overlays or even games can really help your approach to AR in print jump off the page.



PRIORITIZE PERSONALIZED EXPERIENCES

Variable data printing (VDP) makes it easy to create personalized print communications for a highly-targeted audience. Designing AR that follows suit only enhances the power of personalization — for example, using what you know about your audience to build two or three experiences tailored to different audience segments can help create more powerful print.



DON'T BE STATIC – BE DYNAMIC!

Whereas static QR codes limit you to one specific AR experience, dynamic QR codes allow you to update your AR experience at any time to entice your audience to scan again and return to your AR world. Just make sure your print piece calls out that users should scan frequently for new content.



MINE YOUR AUDIENCE DATA

With the right platform, your AR experience can provide some valuable data and audience insights in terms of number of scans, how long users interacted with your experience and which parts they engaged with the most. Mining this data can help you uncover the content your audience is most responsive to and create content better suited for them.