



Helping users discover your augmented content

This manual contains examples and tips that demonstrate how the Layar logo can be used to help users discover augmented content on printed publications.

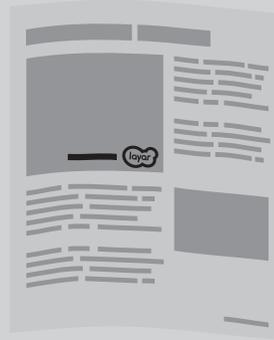
By applying these guidelines while designing your campaign you help us creating and maintaining a coherent and consistent image for the Layar brand.

1.



Go to get.layar.com to install the app on your smart phone.

2.



Look for pages and content with the Layar logo.

3.



Open the app and press the 'Tap to view' button...

4.



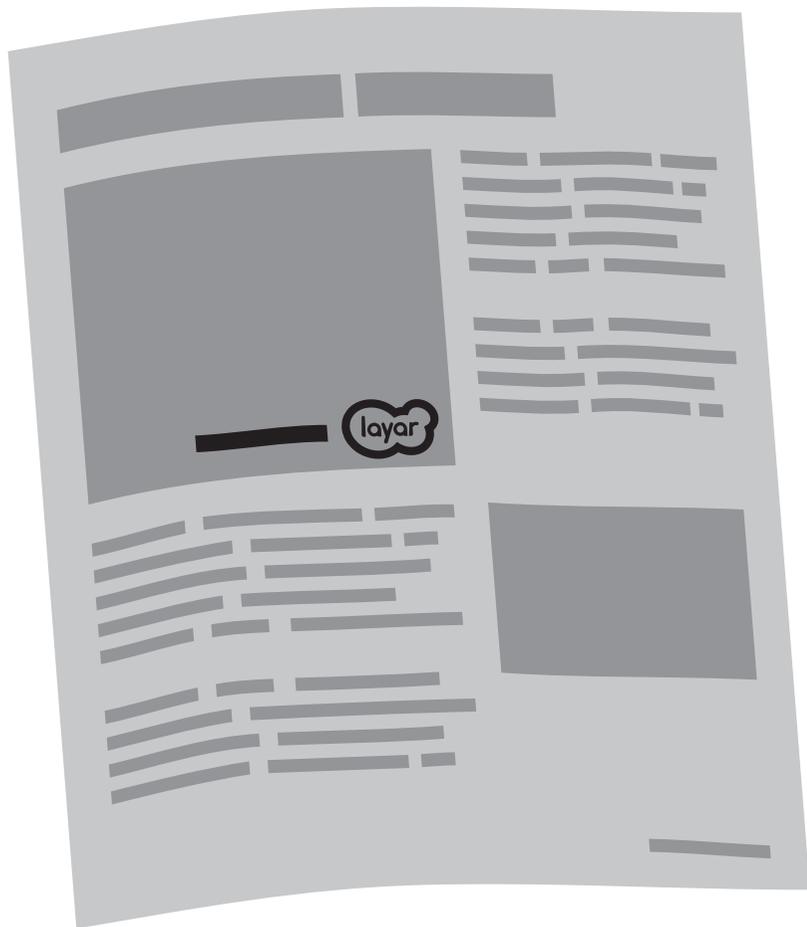
...and discover an amazing extra layer of content.

How to use Layar

Reserve space in your publication to include instructions on how to install and use Layar. Always mention the web address get.layar.com as a first step. This is a webpage optimized for mobile devices where readers are guided towards the App Store for iPhone users or Google Play for Android.

These instructions should be printed somewhere before the pages that have augmented content on them to avoid readers will overlook them.

Feel free to change the look and feel of the instructions, as long as the message and the Layar logo remain unchanged.

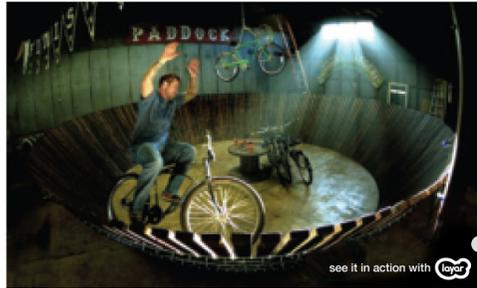


Using the Layar logo on your pages

Readers are looking for the Layar logo to identify augmented content. It is advised to use it in conjunction with a tag line or call to action and end the sentence with the Layar logo. This makes it easy for readers to discover the extra content on your page quickly. You can choose to place the logo and call to action next to a specific item or on the edge of a page, suggesting there is content on the entire page.

Make:
TOYS AND GAMES

RADPROJECTS



WHISKEYDROME

What do you get when you mix a vintage board track with a shrunken velodrome? Head-spinning mayhem in the form of the Whiskeydrome, handcrafted by the badasses at Whiskeydrunk Cycles in Santa Rosa, Calif. The track has a 26-foot diameter at the top lip tapering to 18 feet at the bottom, and its current bicycle speed record of 17.7mph was clocked by Slow Larry at the 2011 Maker Faire Bay Area. This homage to motor stunt shows from the 1900s will put your neighbor's skate ramp to shame. whiskeydrunkcycles.com

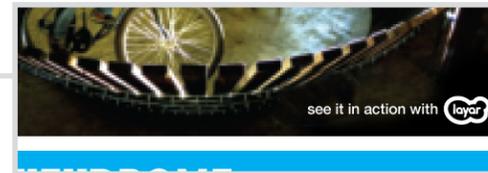
—GM

DIY PLAYGROUNDS

THE FOLKS AT THE NONPROFIT KABOOM

are passionate about the importance of play. Their mission? To ensure that every child in America has a place to play within walking distance. So far they've helped local folks build 2,000 playgrounds, using their DIY instructions in grant writing, playground construction, landscaping and seating, and more. Sounds like a lot of fun! kaboom.org

—GM



Scan a single item

A Layar logo on a single item allows for a very specific call to action, for example when a video can be watched or an item can be bought after pointing the smart phone at an image. Readers are more likely to view the extra content when they know what to expect 'after the click'.



JediBot

If you find your Jedi skills are getting a little soft, students from Stanford University have just the solution: JediBot. Created during a three-and-a-half-week Experimental Robotics course, the dexterous robot uses a Microsoft Kinect sensor and some AI to defend itself — and attack you — with its saber. I believe this is how the Clone Wars started. makezine.com/go/jedibot

—Jerry James Stone

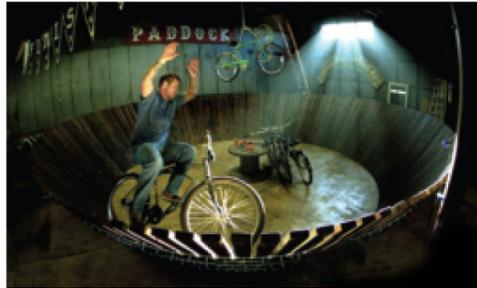
Jon Lohme (Whiskeydrome)



Make: **TOYS AND GAMES**

view this page with 

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Jon Lohme (Whiskeydrome)



Scan a full page

Use this for campaigns with lots of entertaining augmented content to be discovered. Placing the logo and call to action this way is not encouraged for pages optimized for conversion, such as sign-ups or m-commerce.





ALAN RED

ALAN RED.
THE AUTHENTIC WHITE T-SHIRT COMPANY
THE VERMONT V NECK T-SHIRT

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2 PACK €22,95

GO TO:
ALANRED-SHOP.COM
ALANRED.COM
[FACEBOOK/ALANREDFASHION](https://FACEBOOK.COM/ALANREDFASHION)

Call to action

A good call to action tells readers what they can expect and why they should use Layar on this page is more effective than more general phrases like 'View with Layar' or 'Scan to see more'.



