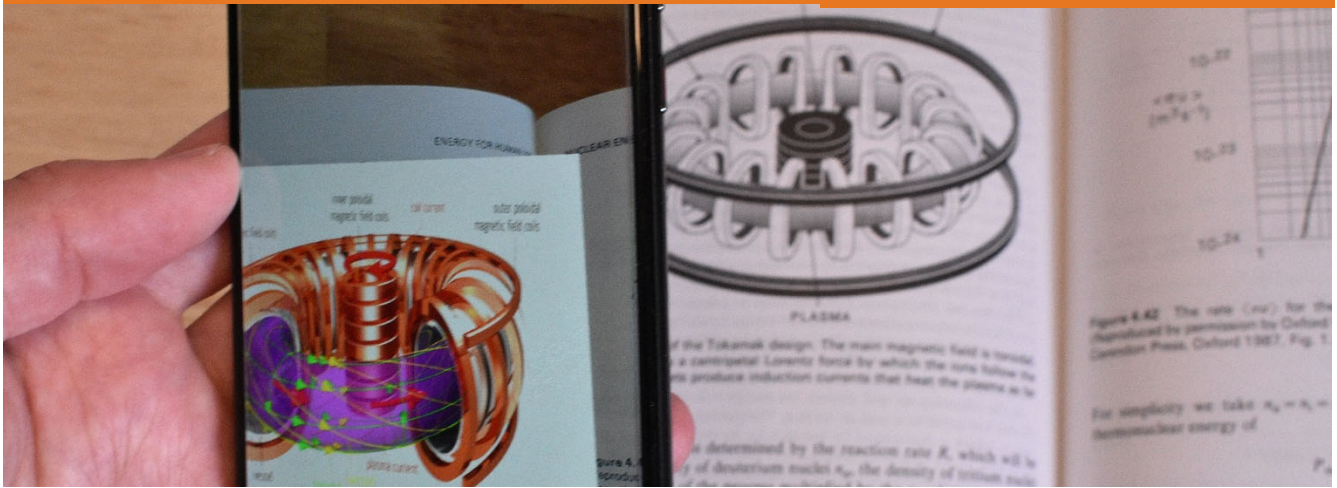


Augmented Page: enhance the printed page

An app to access richer dimensions of the printed page

Case Ref: KHA-8385-21



Augmented reality software for print publications

For print-based publishers whose products include high-quality images, tables or interactive media, the Augmented Page app developed by Dr Jean Khalfa and Vladimir Vilde at the University of Cambridge offers a simple, user-friendly platform giving readers access to additional media, without the use of intrusive and unsightly QR codes or hyperlinks. The software detects and reads directly from text, images, diagrams, tables or other printed artefacts, creating an augmented reality overlay visible on the smartphone or tablet screen – for example, allowing publishers to add colour or movement to a black and white image, to suggest new resources or link to specifically designed ones, overlay additional information or notation, and to access high quality images and zoomed-in details. The solution is fast, simple, secure and allows for the inclusion of more and more detailed media material without impacting on printing costs.

We are looking for companies interested to **collaborate with us** to refine, tailor and pilot the software in their printed publications; or to access the technology and the creative expertise of the founders on a commercial basis.

Benefits and applications

For publishers: Augmented Page offers an **innovative and eye-catching feature** for specialist subject publications including those in art and education. Large files, multi-media and AR can all be accommodated on the platform managed by the publisher.

For authors: This option creates a **future-proof, interactive way** to include far more than the usually permitted images and documents in their publications.

For readers: The **text comes to life** without marring the aesthetic and reading experience with unsightly QR-codes and cumbersome URL links.

Inventors

Dr Jean Khalfa is Senior Lecturer in French Studies at Trinity College Cambridge and a specialist in the history of thought and the relationship text/image.

Vladimir Vilde is a research assistant in information engineering with interdisciplinary experience in digital humanities and information technology for arts and heritage applications.

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