

## **Leo Paper Group brings books to life using ARIUX™ an amazing augmented reality**

**ARIUX™ is an innovative development in publishing that could be the beginning of a new era in the print and digital media industries. This “must see” experience will be featured at the 2009 Frankfurt Book Fair from October 14<sup>th</sup> through October 18<sup>th</sup> at the Leo Paper Group stand (Hall 6.1 E937). ARIUX™ uses “augmented reality,” which combines print and digital media, to create a multidimensional interactive user experience that is both physical and virtual. ARIUX™ can be applied to all kinds of books, educational and entertainment materials and a wide variety of printed products to enrich the physical reality with dimensional digital imagery displayed on a monitor or screen. With the support of the Leo Paper Group and this amazing easy-to-use technology, publishers will find new product opportunities by creating books and products that truly come to life with sound, animation and interaction.**

**By integrating print and digital media ARIUX™ is helping create a new era for publishing and making it an integral part of the digital age.**

*Augmented Reality Interactive User Experience (ARIUX™),* brings classic books into the digital age by giving them a new life with sound, three-dimensional imagery, animation and user interaction. When the printed material is held in front of a webcam, the screen will not only show the physical book, but certain images will spring to life in 3D animation - a cartoon character can address the reader directly (or indirectly), sing a song, perform and do just about anything you can imagine. Any 3D object, mechanism or process can now come alive in motion and sound. But what makes this technology magical is that the reader can manipulate these images, characters and environments. When the reader tilts the page, the object on the screen will move accordingly - in any imaginable direction. Selecting an image in the book using the keyboard or mouse allows the reader to interact with the animation.

ARIUX™ allows publishers to add 3D graphics, motion, 360-degree viewing, sound and interaction to otherwise static content, offering a unique experience to its media consumers. Augmented reality can be used to revolutionize new multimedia productions and existing printed material. Existing books, educational material and picture books come alive, adding the fun and magic that modern day children and adults expect. Newly published materials can be updated constantly using the internet, for free or via subscription resulting in additional revenue streams.

Another key advantage is the interactivity: users select their language, choose a level of difficulty or set other preferences and features that the normal book cannot offer. ARIUX™ can customize the effects and products to suit client specifications, help build brand identity and provide other value added features without incurring additional costs.

ARIUX™ is provided by Leovation Ltd., a subsidiary of Leo Paper Group, formed in May of 2009. Leo offers clients in the publishing and educational industries a one-stop-shop solution in applying the Augmented Reality Interactive User Experience - from 3D animated content production through to distribution. Andrew Pang, Managing Director of Leovation, says "We bring a breakthrough value-added service to the publishing market, transforming ordinary reading into a magical 3D and even 4D experience triggering all the senses. We combine the Leo Paper Group's 25 plus years of market knowledge with cutting edge technology to create a new printing and digital landscape to the publishing industry, and offering publishers new opportunities to add more value to their products."

The ARIUX™ service is developed in conjunction with Total Immersion, the developer of the Augmented Reality that uses their patented D'Fusion® software technology. Augmented reality was initially used on television, in theme parks, museums, exhibitions and at events launching major products. In recent years the technology has been made available to home-based computers and mobile devices. All that is required for this technology is a webcam, fitted on most computers these days, and software, which the publisher can choose to supply on a DVD or CD or via a web browser.

At the Frankfurt Book Fair, a live demonstration of this exciting new technology will be given at the Leo Paper Group stand, Hall 6.1 Stand E937. An online demonstration is available from [www.ariux.com](http://www.ariux.com) Contact Details:

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Note for Editors:

### **About Leo Paper Group**

The Leo Paper Group ([www.leo.com.hk](http://www.leo.com.hk)) is a global printing company headquartered in Hong Kong that specializes in printing and production of paper products for the publishing, gift and stationery and packaging industries. Leo Paper Products is the printing and book-binding unit with emphasis on children's books and book-plus products, including board books, case-bound books, pop-up books, novelty items, gift boxes, photo frames, stationery, and cards. Our portfolio of ink-on-paper products is one of the largest in the industry.

Leovation Ltd., a member of Leo Paper Group, delivers state of the art mixed-media infotainment and edutainment services and products to enrich learning, social connection and health. ([www.ariux.com](http://www.ariux.com))

### **About Total Immersion**

Total Immersion ([www.t-immersion.com](http://www.t-immersion.com)) is a software developer and a global leader in augmented reality. Through its patented D'Fusion® technology, Total Immersion blurs the line between the virtual world and the real world by integrating real time interactive 3D graphics into a live video stream. Founded in 1999 by Bruno Uzzan and Valentin Lefevre, Total Immersion is based in France and maintains a U.S. office in Los Angeles.