

Augmented Reality (AR) and

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AUGMENTED REALITY TURNS YOUR PRINT AD IN AJHP INTO AN INTERACTIVE TOOL

What is Augmented Reality?

Augmented Reality (AR) is a tool that allows the reader to view digital content that has been superimposed onto their print ad when viewed in the LAYAR app.

With AR, you ad can give readers access to:

- Links to product website
- Opinion leader voice interviews
- Video content
- Slide presentations
- Calls to action
- Supplementary tables & data
- In-service workshops
- Patient education, support and testimonials
- Links to social media platforms



How does it work?

Reader downloads the LAYAR app to their smartphone or tablet. When they scan editorial pages or your ad, the LAYAR app recognizes the ad and allows the reader to see a “Layer” of links that the advertiser/author has compiled to direct them to get further information.

What does it cost?

You just pay your regular page rate. The Augmented Reality capability is free!

How do I prepare my pages to be “AR” ready?

AJHP staff will guide your production team through several simple steps to make your print ad interactive. The AJHP print team does the rest!

For more information, contact-

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