



The AVI Play App

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Download the AVI Play App!

AVI Play is a radical piece of technology that represents the future of how we use our mobile devices by bringing the physical and virtual worlds together. Readers can download the AVI Play app simply by following the instructions in the magazines. AVI Play uses image recognition to interact with and enhance content in the magazines with video, 3D objects and the internet.



AVI Play AR Usage Scenarios

- Magazine Content Introductions
- Multimedia Video Companions
- Product or Service Testimonials
- Advertising and Marketing
- Enhanced E-Learning

The AVI Play App brings augmented reality to Babcox Publications by unlocking exclusive content, videos and other promotions on your customers smart phones.



About the Technology

The AVI Play app is capable of recognizing images, symbols and objects in the real world and understanding them. It can then deliver digital content in real time, including videos, animations, audio or webpages. AVI Play currently works on the iPhone 4, iPhone 4S, iPad 2, iPad3 and more powerful Android devices.

AVI Play: Augmented Reality

1-800-718-7246

www.auto-video.com/apps

