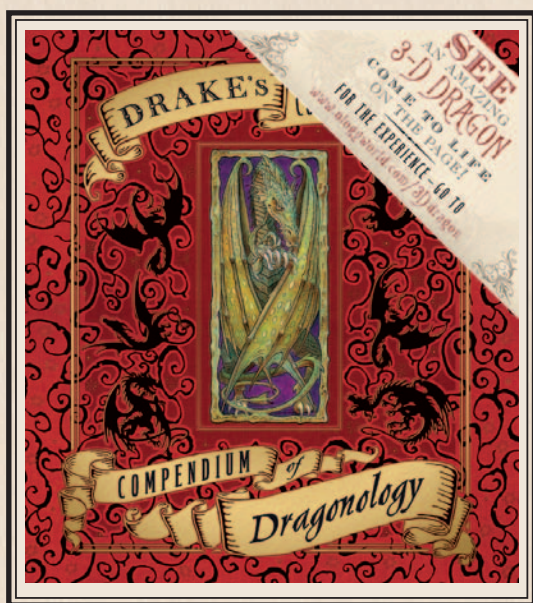


TEMPLAR TO PRODUCE THE
FIRST AUGMENTED REALITY
EXPERIENCE IN A BOOK.

DRAKE'S COMPREHENSIVE COMPENDIUM OF DRAGONOLOGY

WILL BE THE VERY FIRST BOOK IN THE UK TO USE
STATE-OF-THE-ART AUGMENTED REALITY TECHNOLOGY.

THIS WILL ALLOW READERS TO SEE A
MOVING 3-D IMAGE OF A DRAGON
COME TO LIFE FROM THE PAGES OF THEIR OWN BOOK.



www.ologyworld.com/3Ddragon

This links them to a webpage where they can download the plug-in software to run the technology and see the dragon come to life by holding the page up to an active webcam.

Waterstones promotion: There are plans for a separate promotion linked to this with Waterstones online where another dragon image can be printed out from Waterstones.com to be held up to activate a sampler of the moving dragon.

How it works:

The latest book in the best-selling Ology series – *Drake's Comprehensive Compendium of Dragonology* will contain a drawing of a European dragon on a specific page. By downloading plug-in software and holding the page up to an active webcam, readers can see the 3-D image materialise on the page. Watch it come to life in amazing colour, see the dragon awaken and hear it roar, all directly on their own computer screen. The reader will then have the unique ability to inspect the 3-D dragon from a variety of perspectives. The books will be flashed with a corner flash, see left.



For more info, please contact: Phil Perry on 07774 264826
or email: philippa@templarco.co.uk