

Wetpaint launches Augmented Reality ads for Snapdragon

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Boutique advertising agency Wetpaint Advertising has launched a wide-reaching brand awareness campaign to promote telecommunications technology giant Qualcomm's Snapdragon mobile processor chip. A unique feature of this campaign is the utilisation of Augmented Reality software functionality, which has been incorporated into the campaign's print media component. This marks an historic milestone in South African advertising history, as Wetpaint Advertising is one of the first agencies to incorporate this newly launched technology into print advertising. Qualcomm Snapdragon print adverts embedded with the Augmented Reality functionality have been issued in the latest editions of South Africa's most notable technology lifestyle magazine publications, including *Tech Smart*, *Popular Mechanics*, *Stuff Magazine* and *Magg Magazine*.



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Audiences are able to view the feature by downloading Qualcomm's free Vuforia Augmented Reality app from their website via their mobile phones and tablets, and use the functionality to scan embedded targets within the print ads in order to activate the feature. Doing this initiates a virtual, 3D audio-visual experience which serves to supplement the print ad, and directs users to the dedicated Snapdragon website. By downloading the Vuforia app from Android Market or Google Play Store and scanning your smartphone over the image inserted here, your phone will be able to detect the target embedded within the advert image, and will trigger its 3D Augmented Reality multimedia component.

For more information, visit:

www.wetpaint.co.za

www.qualcomm.com

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