

# Using Print & Augmented Reality (AR)

**Combine print with digital media to increase your customer's overall interaction experience with your printed piece**

Using Augmented Reality (AR) in your marketing is easier than ever before. Premier can easily add AR to your printed material. Your customers can be taken to videos, special sites, order forms, additional content and more.

We will work with your marketing team to combine multiple media channels for maximum impact and increased response rates.



## Benefits of Augmented Reality

- 5-10 times more scans and engagement compared to QR codes
- Tell the story of your product or service in an interactive engaging manner
- Improve response rate and tracking of direct mail programs.

**Let Premier help you with your next marketing communications project**

## AR is great for:

- Direct Mailing
- Catalogs
- Brochures
- Solicitations
- Posters & More

**PREMIER**  
Printing and Mailing Solutions

### Try It Now

Download the free App  
**Layar - Augmented Reality**  
& put the scanner  
over the Premier Logo

860 Honeyspot Road  
Stratford, CT 06615  
Main: 203-416-1114  
Email: [Info@premieruplink.com](mailto:Info@premieruplink.com)  
[www.premieruplink.com](http://www.premieruplink.com)