

## **Publisher wissenmedia and metaio develop innovative cross-media product**

**Munich, September 2008- Publisher wissenmedia and the software company metaio have developed the first cross-media product that connects print media with the digital world. The ‘Augmented Reality’ technology brings books to life and thus creates a whole new reading experience: interactive, three-dimensional objects appear on the pages. At the Frankfurt Book Fair wissenmedia as well as arsEdition will be the first to present a book using this novel technique.**

The reprint of the ‘big world atlas’ is the first cross-media product of wissenmedia that will be released in October. In addition to reading the book the reader will have the opportunity to download the software ‘3-D-interactive’ developed by metaio, which enables viewing the interactive three-dimensional objects that are linked to the book. The user will only need to provide a webcam, connected to a standard Windows PC. The interactive three-dimensional objects, e.g. volcanoes and mountains will be superimposed on the pages when the reader holds certain pages in front of the webcam. These objects can be moved and thus be seen from a bird's eye view as well as from a flat angle.



*A novel Infotainment element: the 3-D-interactive software features the ‘big world atlas’, published by wissenmedia, with a three-dimensional experience.*

*The picture shows Mount St. Helens superimposed on the page.*

Armin Sinwell, member of the board of directors at wissenmedia GmbH states the following: ‘It is now for the first time possible to combine the advantages of print media and the digital world in one product. This offers new perspectives of showing the world in three-dimensions.’

Daniel Gelder, marketing manager at metaio, adds: 'We are very pleased that we found a well-known and strong partner in wissenmedia publisher for the development of this first product. Our goal as technology provider for Augmented Reality is to place the potential of this technology in useful and fascinating products at the end-user's disposal'.

Every already existing book can be extended with Augmented-Reality functions, whether it is an encyclopaedia, an educational book, a travel guide, a children's book or a cooking book. The novel technique offers an exciting solution for almost every publisher - there are no limits.

In addition to the book innovation, the software can be used for exhibition concepts or info-terminals, like publisher arsEdition has planned for this year's Frankfurt Book Fair. The specialist in gift and children's books from Munich introduces their innovation of the fall during the fair: the interactive 3D-version of 'Aliens and Ufos'. The title will be extended with detailed 3-D animations. 'Ufos will fly over the earth and above the pages! Our public will have the opportunity to experience our super title in the fall like in the movies. We are looking forward to see many surprised visitors!' states Andrea Lederer, marketing manager at arsEdition.

**Wissenmedia publisher presents their product innovation at the Frankfurt Book Fair:**

Hall 3.0 booth E 121

**arsEditions book "Aliens and Ufos" will be presented at the Frankfurt Book Fair:**

Hall 3.0 booth F 156

**Wissenmedia:**

The wissenmedia publisher is part of wissenmedia GmbH, a company of Bertelsmann arvato AG. The publisher with its more than 50 year old tradition now belongs to the leading German publishers with their labels Bertelsmann, Lexikon, WAHRIG, Chronik and Atlantica. Among these labels wissenmedia publisher develops, on the basis of its high capacity and the implementation of innovative media-technology, products and applications for partners in the media sector and industry. With its media-products and services, wissenmedia publisher is represented in more than 30 countries in the world.

[www.wissenmedia.de](http://www.wissenmedia.de)

**arsEdition:**

The publisher arsEdition from Munich belongs to one of the 100 biggest public publishers in Germany and maintains its position through its two pillars: children- and gift books. Playful pop-up effects,

tangible elements, optical surprises and high quality equipment, stimulate the experiences of senses, which certify the combined programme of arsEdition. The remarkable designs with the three stripes on the back of the book and in the logo have been the expression of a consequent program and marketing strategy for years. The arsEdition books address to the senses – this justifies the motto of the fourfold book-program ‘offer and experience’.

[www.arsEdition.de](http://www.arsEdition.de)

#### **metaio GmbH:**

As pioneer in the area of Augmented Reality technology, metaio develops software products for visual interactive solutions in both real and virtual worlds. Their software platform "Unifeye" allows 3D information to be superimposed seamlessly into the real environment at real time.

The company was founded in February 2003 and has 49 employees located at three sites: the head office in Munich / Germany, a branch office in San Francisco / California and a Joint Venture company in Seoul / South Korea. Currently metaio has more than 140 renowned customers from various branches and areas and include: BMW, Daimler, DNP, EADS, SHD, Siemens, Toyota, Peugeot and Volkswagen.

[www.metaio.com](http://www.metaio.com)

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