

Introducing...

VIDEO IN PRINT

and bring your

MARKETING MATERIAL to **LIFE!**

POINT. TAP. VIEW!

It's just that easy! With VIP and LAYAR, you can now make any printed surface an interactive marketing piece on any mobile device or tablet. Simply download the LAYAR app from your app store, launch the app, position your camera over the image on the front of this post card, tap it, and view it! Once the video has launched, you can tap the screen again to keep the video on your phone to view it again later.

layar



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Available on the
App Store



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C/O BME/Mailing Requirements
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Email registration including
your organization name and
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