

#UNLEASHTHEPOWEROFPRINT

AUGMENTED REALITY

Augmented Reality is a technology that takes the world around you and adds virtual content on top, such that it looks like it's actually there in the real world.

What is Augmented Reality?

There are several different types of Augmented Reality (AR) but perhaps the most engaging and exciting form analyses imagery and brings it to life. Augmented Reality is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video or graphics.

Print, when married with Augmented Reality technology can create an unexplored world and greater user participation. The **GPSAR** app uses innovative technology, that superimposes a computer generated video or image onto your printed page, to bring a new, fun and interactive dimension to your marketing collateral.

The interactive application allows users to access so much more information about your business, product or service than you could communicate in a leaflet, brochure or magazine.

Imagine a magazine advert that plays a video, or a property flyer that gives a 360 degree tour of the location or a product catalogue that shows you how to assemble each item.

The **GPSAR** app can be applied to any form of visual marketing, be it printed advertisements, leaflets, brochures, menus, pricelists, banner stands, correx/foamex boards etc. Analytics may also be provided to the customer i.e. the number of click throughs.

How it can help your business;

AR on mobile creates a whole new level of connectivity between the physical world and its digital devices, creating a new pathway for additional content. It creates more engaging media content that helps to create the necessary buzz for your customers, by offering them something your competitors are yet to have.

This engagement encourages the user to interact with your content more often, creating the opportunity for word of mouth and sharing via social media platforms. This can increase the likelihood of the acquisition of new customers. AR may still be in its early stages but thanks to the increasing number of smart phones, tablets and their extensive functionality, now is the prime opportunity to get started with an app that will continually captivate your customers attention.

In short, AR can;

- Give your customer access to exclusive, additional content.
- Create a more interactive user experience.
- Offer your customer immersive content that your competitors are yet to have.
- Increase the acquisition of new customers.
- Encourage continuous customer interaction.
- Can link directly to online booking forms, increasing the likelihood of boosting revenue.

GPSAR: OUR AUGMENTED REALITY APP



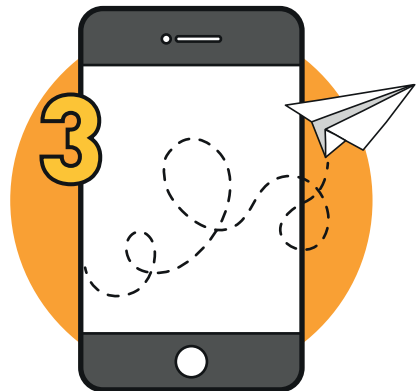
DOWNLOAD

Download **GPSAR** from the App Store.



SCAN

Scan the **GPSAR** target. Aim at the whole page.



VIEW

Watch the content come to life!

* **Using the GPSAR App couldn't be any easier.** Simply download from the App Store and once downloaded, a camera screen will open which will prompt you to begin scanning content with a code. **Then watch as the content comes to life!**

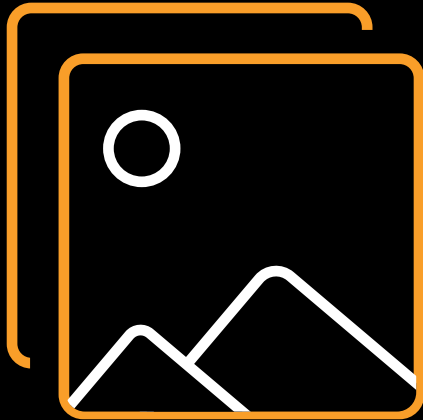




BRING IMAGES TO LIFE WITH VIDEO

One of the most exciting prospects of GPSAR is the ability to bring your content to life. Still images begin to move once scanned, creating a more immersive and interactive user experience. Begin by scanning the code and slowly moving your device backwards to fit the whole page onto the screen.





CREATE A DIGITAL GALLERY OR PORTFOLIO

Create an online gallery to share exclusive images from events or create your own digital portfolio and pop it on your business card to really impress potential clients. Create contact information that can be saved onto clients phones for more accessibility. Tap on the contact information that appears and click on the arrow to save to your device.



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CREATE CALENDAR EVENTS AND MAPS

Have an important event coming up? Not sure if your audience knows where to find it? With **GPSAR**, you can include calendar events which can be saved onto their phone and pin-point where the exact location is via Google Maps. You can also take the client directly to the events online booking form. Tap on the information that appears and click the arrow to save to your device.

eat.

5TH September 2019

5 - 9PM

GOOD FOOD FESTIVAL

Adult: £13
Concession: £5.50



The SSE Arena
2 Queens Quay, Belfast BT3 9QQ
SSE Arena Belfast



*Please note that this is not a real event.



LINK TO SITES & SOCIAL MEDIA

Create a link between the physical and digital world by linking websites and social media to your printed content. A perfect way to drum up online traffic and encourage users to visit your website there and then.

UNLEASH THE POWER OF PRINT

Give your clients access to exclusive, immersive content
with the **GPSAR Augmented Reality App.**



GPS²
TO THE POWER OF PRINT



CREATING A SUCCESSFUL AR EXPERIENCE

Augmented Reality can be used in a multitude of ways for your business; AR can bridge the gap between the physical and digital world by bringing print to life. It can also be used for educational, training or corporate purposes.

How to ensure a successful AR experience:

Creating a successful AR experience requires various important factors;

- **Simplicity is key;** It is important to note that despite the great benefits of AR, there can also be some restrictions. Often it can be tempting to try to fit in a lot of AR content to create that 'wow' factor with your users - but this can sometimes overcomplicate the experience. It is important to remember that AR is about creating bite-size content that quickly captivates the audience, without distracting from the physical content.

- **High quality images & videos;** Providing high quality images and videos are crucial to the process. This ensures that the AR content works to the best of its capabilities and brings the physical content to life seamlessly.

- **Consider your content;** It is important to keep in mind that the more AR content used on a single image/spread/piece of print; the longer it may take for the AR experience to load for the user. Therefore, it is important to plan the use of AR accordingly to ensure that the user can view additional content quickly and easily to maintain interaction. This can be done by keeping the AR content relevant to that of the physical content.

Video;

Provide us with your video and let us know if you would like it to;

- Play automatically
- Link to a website/social media
- Link to contact information

Digital Gallery;

Provide your images, let us know if there is a running order and if you would like them to;

- Link to a website/social media
- Link to contact information
- Link to a video

Calender & Maps;

Provide us with the correct details of your event and the address.

Sites & Social Media;

Provide us with the URL of your chosen website or social media site. If there is a specific page you want the user to be directed towards, (i.e. a FAQ section of your website) please specify this.

Booking Forms;

Provide us with the URL of your booking form.

Overall Checklist;

- Provide clear, high quality images and videos.
- Be clear in what you intend for your content to do.
- Make sure all information supplied is correct.



AR & QR CODES; WHAT'S THE DIFFERENCE?

Technology has advanced and has introduced a more immersive way of connecting digital and print in the form of Augmented Reality. Try scanning each code on the image below to see the difference between QR & AR.



AR Codes

- **An interactive, user friendly code;** creates an interactive experience to a consumer right at the point they view your printed material with their phone.
- **Immersive;** play media immediately on the page, without being prompted to view on another site. Combine media with URL's and allow the user to be directly taken to links.
- **Flexible;** the codes can be placed anywhere to suit the printed design and the content can be easily changed once the AR code has been printed.

QR Codes

- **A machine readable code;** typically used for storing URLs or other information. QR codes can only direct a consumer's device to a destination.
- **Restrictive;** limited to one feature per scan, which is usually a URL. Content that the QR code contains cannot be easily changed or removed once printed.
- **Limited;** in terms of the number of times a code can be scanned and its longevity.

LIVE EXAMPLE: FLUTIFORM K-INHALER ADVERTISEMENT

Intelligently designed.
Simple to use.^{1,2}



The first and only ICS/LABA fixed-dose combination (FDC) delivered in a breath-actuated aerosol inhaler.³

References:

1. Novartis Pharmaceuticals Ltd. Flutiform k-haler. Summary of Product Characteristics. Available from: www.mhra.gov.uk/home/groups/sgpiil/documents/sgpiil/cont1533874768179.pdf Last accessed September 2018.
2. Bell D et al. J Aeronaut Med Pulm Drug Deliv. 2017; 30:425-34.
3. MHMS. Available from: www.mhms.co.uk/search/drug/flutiform-k-haler 2 agonists, long-acting β_2 agonists, long-acting β_2 agonists, long-acting β_2 agonists. Last accessed July 2018.

Flutiform® k-haler® (fluticasone propionate/formoterol fumarate), 50 µg/5 µg and 125 µg/5 µg pressurised inhalation suspension
Prescribing Information United Kingdom. Please read the Summary of Product Characteristics before prescribing.

Presentation Pressurised inhalation suspension, in a breath-actuated pressurised aerosol inhaler. **Indications** Regular treatment of asthma where the use of a combination product (inhaled corticosteroid [ICS] and long-acting β_2 -agonist [LABA]) is appropriate: (i) for patients not adequately controlled with ICS and/or as required; inhaled short-acting β_2 -agonist (SABA) (ii) for patients already adequately controlled on both an ICS and a LABA. For adults and adolescents aged 12 years and above. **Dosage and administration** For inhalation use. Patients should be shown how to use the inhaler correctly by a healthcare professional. Patients should be given the strength of Flutiform k-haler containing the appropriate fluticasone propionate dose for their disease severity. (note that Flutiform k-haler 50 µg/5 µg per actuation is not appropriate in patients with severe asthma). The appropriate strength should be taken as two inhalations, twice daily (normally morning and evening) and used every day, even when asymptomatic. Flutiform k-haler is not recommended in children under 12 years. Prescribers should be aware that in asthmatics, fluticasone propionate is as effective as some other inhaled steroids when administered at approximately half the total daily microgram dose. Patients should be assessed regularly and once asthma is controlled, treatment should be reviewed and stepped down to the lowest effective dose, or on ICS alone. ICS alone are first line treatment for most patients. Flutiform k-haler is not intended for initial treatment of mild asthma. For patients with severe asthma the ICS therapy should be established before prescribing a fixed-dose combination product. Patients on Flutiform k-haler must not use an additional LABA. An inhaled SABA should be taken for immediate relief of asthma symptoms arising between doses. Patients should be advised to contact their prescriber when Flutiform k-haler dose counter is getting near zero. **Contraindications** Hypersensitivity to the active substances or to any of the excipients. **Precautions and warnings** Flutiform k-haler should not be used as the first asthma treatment, to treat acute asthma symptoms or for prophylaxis of exercise-induced asthma. It should not be initiated during an exacerbation, during significantly worsening or acutely deteriorating asthma, and should not be stopped abruptly. If a patient experiences serious asthma-related adverse events or exacerbations, they should continue treatment and seek medical advice. Patients should be reviewed as soon as possible if there is any indication of deteriorating asthma control. In case of sudden and progressive deterioration, seek urgent medical assessment. Caution in patients with pulmonary tuberculosis; quiescent tuberculosis; fungal, viral or other infections of the airway; thyrotoxicosis; phaeochromocytoma; diabetes mellitus (consider additional blood sugar control); uncorrected hypokalaemia; predisposition to low levels of serum potassium; impaired adrenal function (monitor HPA axis function regularly); hypertrophic obstructive cardiomyopathy; idiopathic subvalvular aortic stenosis; severe hypertension; arrhythmia or other severe cardiovascular disorders; unstable or acute severe asthma and other conditions when the likelihood for hypokalaemia adverse effects is increased. There is risk of potentially serious hypokalaemia with high doses of β_2 -agonists or concomitant treatment with β_2 -agonists and drugs that can induce or potentiate a hypokalaemic effect. Monitoring of serum potassium levels is recommended during these circumstances. Formoterol may induce prolongation of the QTc interval. Caution must be observed when treating patients with existing prolongation of the QTc interval. Flutiform k-haler should be discontinued immediately if there is evidence of

paradoxical bronchospasm. Visual disturbance may be reported with corticosteroid use. Systemic effects with an ICS may occur, particularly at high doses for prolonged periods or when combined with potent CYP3A4 inhibitors, but one less likely than with oral corticosteroids. Possible systemic effects include: Cushing's syndrome, Cushingoid features, adrenal suppression, growth retardation in children and adolescents, decrease in bone mineral density and cataract/glaucoma. Children may also experience anxiety, sleep disorders and behavioural changes. Increased exposure can be expected in patients with severe hepatic impairment. Prolonged treatment with high doses of corticosteroids may result in adrenal suppression and acute adrenal crisis, particularly in children and adolescents or potentially as a result of trauma, surgery, infection or rapid dose reduction. Flutiform k-haler contains a negligible amount of ethanol that does not pose risk to patients. **Interactions** Co-treatment with CYP3A4 inhibitors (e.g. ritonavir, atazanavir, clarithromycin, indinavir, itraconazole, nefazodone, saquinavir, ketoconazole, telithromycin, cobicistat) should be avoided unless the benefit outweighs the increased risk of systemic side-effects. Caution is advised with concomitant use of non-potassium sparing diuretics (e.g. loop or thiazide), xanthine derivatives, glucocorticosteroids, L-Dopa, Levodopa, oxytocin, alcohol or other adrenergic drugs, including anaesthesia with halogenated hydrocarbons and digitalis glycosides, β -adrenergic drugs, known to prolong the QTc interval, such as tricyclic antidepressants or MAOIs (and for two weeks following their discontinuation), antipsychotics (including phenothiazines), quinidine, disopyramide, procainamide, antiarrhythmics. **Paracetamol** and **procarbazone** Flutiform k-haler should not normally be used with β -blockers including those that are used as eye drops to treat glaucoma. Under certain circumstances, e.g. as prophylaxis after myocardial infarction, cardioselective β -blockers could be considered with caution. **Pregnancy and lactation** Flutiform k-haler is not recommended during pregnancy unless the benefits to the mother outweigh risks to the foetus. A risk to the breastfeeding infant cannot be excluded. **Side-effects** Uncommon (1/100) but potentially serious side-effects: hyperglycaemia, tachycardia, depression, aggression, behavioural changes (predominantly in children), vision blurred, vertigo, palpitations, ventricular extrasystoles, angina pectoris, tachycardia, hypertension, dyspnoea, peripheral oedema. Please consult the SPC for a full list of side-effects and those reported for the individual molecules. **Legal category POM Package quantities and price** One inhaler (120 actuations) 50 µg/5 µg, £14.40 125 µg/5 µg, £28.00 **Marketing Authorisation numbers** PL 16950/0338-39 **Marketing Authorisation holder** Napp Pharmaceuticals Limited Cambridge Science Park Milton Road Cambridge CB4 0DW UK Tel: 01223 424444 For medical information enquiries, please contact medicalinformation@napp.co.uk. FLUTIFORM is a registered trademark of Janssen AG, and is used under licence. K-HALER is a registered trade mark of Mundipharma AG. © 2018 Napp Pharmaceuticals Limited.

UK/FLUTK-18011

Date of preparation: May 2018

Adverse events should be reported. Reporting forms and information can be found at www.mhra.gov.uk/yellowcard. Adverse events should also be reported to Napp Pharmaceuticals Limited on 01223 424444.

 **flutiform® k-haler®**
fluticasone propionate/formoterol


RESPIRATORY

UK/FLUTK-180201; Date of preparation August 2018

PROTOTYPE EXAMPLES: OAKLEE HOUSING

A message from our Chief Executive Officer

Sharon Cosgrove



Welcome to the latest edition of Oaklee News which I hope you will find interesting and helpful.

In this edition I am delighted to welcome quite a few new tenants to Oaklee Housing who have moved into their homes over the last 6 months.

I hope you are settling well into your homes and communities. Our Housing Officers are there to help, so if you have any queries, please do give the service centre a call.

We are proud to announce the opening of our newest housing scheme, Stormanstown House,

which was opened by the Taoiseach Leo Varadkar and the Minister for State Damien English TD. Some of the families who recently moved in met the Taoiseach and Minister. We have many more housing schemes under construction, completing over the next few months.

In this edition we have practical articles on fire safety, gas safety and how to save energy – all very useful to keep you safe in your home and to help reduce utility bills. As we go into the coldest time of the year.

As always we update you on the Tenants' Forum, on how you

can get involved, how to avail of the community grants and a children's colouring competition.

On behalf of all the staff and Board of Oaklee Housing, I would like to wish you all the very best well for 2019.

Working together for positive change.



We welcome your input

This is the Oaklee Housing newsletter, Oaklee News, which we will be sending to you twice a year. We hope to provide you with a range of interesting and enjoyable articles that provide important information, reports on staff and residents, offer hints and tips about lifestyle and include the occasional competition and quiz.

Please let us know what you think of this initiative and how you feel your newsletter can be improved further. We welcome letters, recipes, photos or other contributions from you to make these publications feel closer to you.

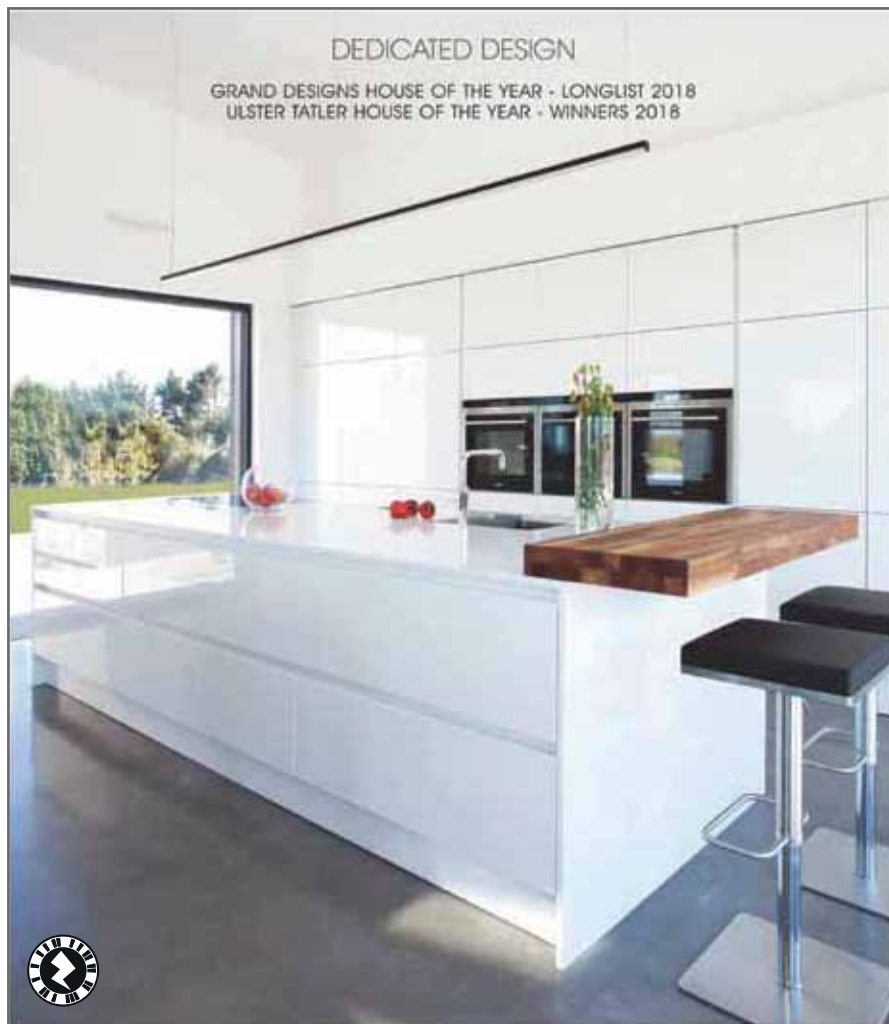
oaklee
housing

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PROTOTYPE EXAMPLES: ULSTER TATLER



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