

# TECHNICAL INNOVATION

## BOOK PUBLISHING

*Running Strong*

by Dr. Jordan Metzl, Rodale Books 2015

Capabilities demonstrated:

- Unique augmented reality experiences on 31 pages throughout this book
- Simple animation
- Video delivery on mobile
- Proprietary “Peel Away” feature



Download the Blippar app to interact with this augmented reality activation directly from the page you see here.

