

TECHNICAL INNOVATION

MAGAZINE EDITORIAL

This Old House magazine

This Old House Ventures 2013

Capabilities demonstrated:

- Augmented reality launch issue
- Instant image recognition
- User-generated content on mobile



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

Digital thisoldhouse.com



Put your house on the cover—and more!
Access extra content instantly. Just scan the pages that have this icon. Here's how to get started



your house here

- 1 On your mark...**
Download the free Blippar mobile app from the App Store or Google Play.
- 2 Get set...**
With the Blippar app open, hold your smartphone or tablet over any page that has the interactive icon shown above.
- 3 Blipp!**
Watch the page jump to life on your screen!
- 4 Tap away.**
Follow the on-screen instructions to access extra videos, photo galleries, and cut lists.

Here's what you'll find when you scan these pages:

Cover → Put your own house on the cover of TOH. Page 50 → Gallery of entries in the "Don't Buy It, DIY It" contest Page 58 → Tools and materials for	building an address-plaque post Page 69 → Video, tools and materials, and a cut list for building a picnic table, plus steps for building the benches Page 81 → Video tour of the	winning house; a gallery of finalists Page 87 → Video tour of the winning kitchen; a gallery of the kitchen finalists Page 89 → Video tour of the winning bath; a gallery of the bath finalists	Page 90 → Video tour of the winning house facade; a gallery of the curb-appeal finalists Page 91 → Video tour of the winning master suite; a gallery of the bedroom finalists	Page 93 → Video tour of the winning yard; a gallery of the yard finalists Page 101 → Dozens more tips from previous reader-created issues
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