

What happened
in print
stayed in
print,



until smart ink...

Kaleidoscope invites you to
Discover and Explore what's
in the smart-ink on this page.

Turn or click to the next page
for how-to instructions.

Then Explore;

then DREAM.

Kaleidoscope




What happened in print stayed in print...

until smart ink.


Here's what to do to see what's in the smart-ink:

1



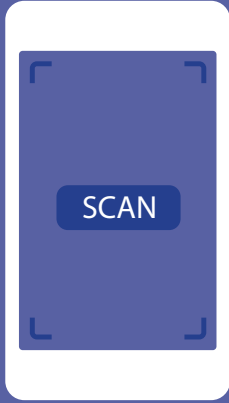
Step 1: Download the free Layar app for iPhone or Android.

2



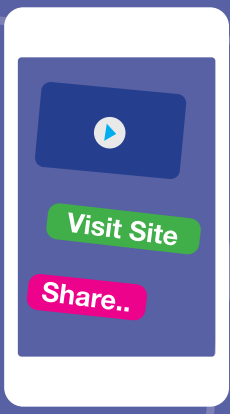
Step 2: Look for pages with the Layar logo.

3



Step 3: Open the Layar app, hold the phone above the page and tap to scan it.

4



Step 4: Hold your phone above the page to view the interactive content.

With the app. installed scan the other side of this sheet and see all there is to see in the smart-ink.

From embedding video to showing timed incentives, to product samples, to simply connecting to a web site or sending an email, you are now part of the 4th dimension in marketing.

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