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SPECIAL



## Design x Innovation: HKDC Extends Innovative Augmented Reality Experience to Readers

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Ever read an annual report through Augmented Reality (AR)?



Cover design of Hong Kong Design Centre's Annual Report 2013-2014.

Incorporating additional content using innovative AR technology, the latest design of HKDC Annual Report 2013-2014 sets forth a new benchmark for bringing the print media with a virtual overlay and online publish creative to life.

What you have to do is simply scanning the AR code using mobile devices to unleash the embedded AR video. The video will float right in front of your eyes, providing a unique and enriching reading experience.

The annual report also incorporates the latest web design trend of a beautiful "Parallax Scrolling" effect, accessible by a simple scan of the QR code. This provides an interactive and enjoyable browsing experience through a scrolling movement of the mouse, allowing visitors to view and interact with the different 2D layers of graphics and contents.

Last but certainly not the least, we like to make our annual production exercise more sustainable and eco-friendly. The plastic we used as part of the cover is a bio-degradable material and the paper is Forest Stewardship Council™ (FSC) certified, originated from responsible sources.

Themed on "Creating Value with Design and Innovation", this year's annual report carried forward the "City Driven by Design" spirit as HKDC proudly enters its second decade. The way forward, Chairman Victor Lo Chun-wing dedicated that, "As a

small but sustainable design promotion institution, HKDC will continue to build on its influence through stronger programming, partnerships and communication on our way forward.”



The publication has been integrated with Augmented Reality (AR) technology, simply scan the app icon printed on the designated page to access embedded information digitally.

#### **<sup>1</sup>Links to the online version of HKDC Annual Report 2013-2014**

English with Traditional Chinese:

<http://www.hkdesigncentre.org/annualreport2013-14/tc/index.html>

English with Simplified Chinese:

<http://www.hkdesigncentre.org/annualreport2013-14/sc/index.html>