transbooking

extended reality

Transbooking seeks to use new trends in technology and media platforms to create unique stories. With the aim to intertwines the analog and the digital by using printed books and augmented reality (AR) to generate immersive reading experience.

Why?

We are increasingly immersed in a digital condition that has implied speculations about the death of printed books for decades. Some hoped that eBooks would replace printed ones, but this still hasn't happened. As Carmen Ospina, marketing director of Penguin Random House, says, "The eBook has not improved the reading experience, it has not brought anything beyond the immediate purchase, the fact that it is cheaper and that you carry a lot of books in a minimal space".

For some time now, different technologies have been developed that are changing the way we perceive our environment. These technologies have been labeled together as XR (extended reality) including:

VR (virtual reality) – immerses the user in a fully digital environment.

AR (augmented reality) – superimposes virtual objects in the environment of the physical world.

MR (mixed reality) – doesn't only overlap physical reality but the virtual objects interact with the environment.

Unlike virtual reality, augmented reality does not transport us to a digital world, different from the real one. It is a technology that allows us to complement the vision of the real world with layers of digital information. These layers can be still images, sounds, videos, data, 3D models, etc., which are an overlay of our reality in real time. Mobile device cameras, as well as head mounted displays, or smart glasses, help us to observe digital elements in the real world, acting as an intermediary and enabler between both worlds. This technology has found a wide use in the marketing and entertainment industry. The main advantage of augmented reality, is that it allows us to move in our physical world, which with virtual reality we can't.

The use of augmented reality in printed books takes the reading experience to a new level and enables publishers to bring stories to life in a completely new way. There are still not many publications with augmented reality, and most of them are focused on a children's audience and in some cases for educational books, so other audiences that may be interested in consuming this type of augmented publications are being neglected.

The development of AR technologies in printed books is relatively new so the possibilities are immense. This technology is still under development, and many enthusiasts are currently improving the immersive experience and make it much more accessible to a larger number of people.

In this sense, Transbooking intends to join the collective effort to continue proposing, developing and innovating alternatives for the use of this type of technology. My vision is to expand the possibilities of the printed text.

For whom?

The use of AR in printed books is not new but it still not ubiquitous on the market, since the content developed for this product is currently very limited. It is focused more on content for children, thus other target groups haven't been addressed yet.

One of Transbooking's goals is to develop strategies to generate new audiences, and to target groups of readers, who have currently little offer of hybrid media on the market.

Transbooking addresses the readers of printed books as well as the readers of digital media, so they can experience how digital technology can interact with the analog, and vice versa, in an intelligent way. As suggested by the project Transbooking digital content is not just an illustration of the text and that the text is not just a simple description of the AR.

The project offering an analog and digital hybrid reading experience, aims to promote reading printed media among younger generations, who are more immersed in the digital world, as well as to bring new digital technologies closer to the generations, that are not natives to the digital world.

How?

The public will be able to access the AR of the book by means of the camera of their devices. Simply by downloading the App, they will be able to start reading the book and interact with the AR through their gadgets.
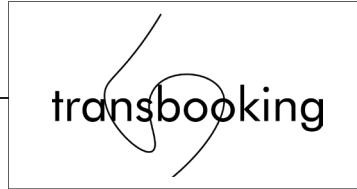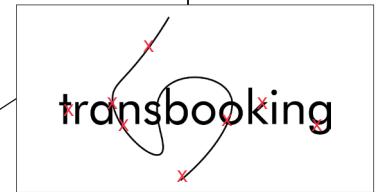
Video stream from camera

Marker

Find marker position
and orientation

Search for markers

The image is converted
to binary image

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Identify the marker

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Identify target features

Virtual content
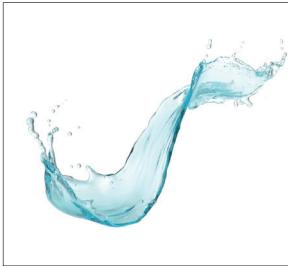
The virtual content align
with the marker

Superimposed the virtual content
on the top of the marker

Transbooking Services

We help develop the AR book idea, from the design to the launch of the app. We seek the best and viable solutions for each project.

Idea

Idea: AR books start with an idea. We help to develop that idea into a viable solution.

Design

Design: In this step we focus on the develop of the markers and the content of the AR. The markers are visual cues which trigger the display of virtual information. Markers could be texts, images and graphics. The digital content could be still images, sounds, videos, data, 3D models, etc.
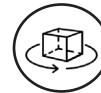
Markers

TXT

Text

Image

Graphic

Digital Content
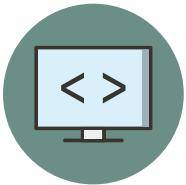
TXT
TEXT

3D model

Audio

Video

Image

Coding

Code: In this step we link the markers with their specific virtual content. Markers are trained so that they can be recognize by the camera of smart phones and tablets. After a marker is recognize, it overlays the digital content onto the physical world.

Launch

Launch: The app is released and the user can download it from the Google Play Store or Apple App Store into their devices.

Transbooking Content

Transbooking besides offering its AR services, will generate its own content.

Distribution of Transbooking content:

The books will be printed by print on demand, so the distribution will be online. But the books will be promoted in local bookstores and book fairs through virtual kiosks where the consumers will be able to access the Transbooking catalog. Likewise, agreements will be sought with publishing houses for possible distribution.

Why use print on demand?

In an ideal book world, every book would find a home in the hands of a reader delighted to find just that book. Unfortunately, we don't live in that world. In reality, around the world every year millions of unsold books are pulped, pitched in the nearest landfill or dissolved into a milky liquid and reconstituted as recycled paper to print yet more books, wasting a lot of energy in the process.

UNESCO (United Nations Educational, Scientific and Cultural Organization) keeps track of books published by country. It estimates that 2.2 million new titles are published worldwide each year.

The publication industry, consumes 16 million tons of paper per year. If 2 million printed books are produced annually that means 32 million trees are cut down. Publishers are quietly disposing of around 77 million unsold books a year. Books that don't sell die three times. They last less than a month in bookstores; they wander around at a bargain price; and then they suffer a new 'Fahrenheit effect'[1] : they end up recycled like a tetrabrik. It no make sense to cut down this huge number of trees, waste a lot of energy to produce books that in the end will be destroyed. The publish industry need to reconsider how to produce more sustainable printed books.

1Fahrenheit 451 is a dystopian novel by American writer Ray Bradbury, first published in 1953. Often regarded as one of his best works, the novel presents a future American society where books are outlawed and "firemen" burn any that are found. The book's tagline explains the title: "Fahrenheit 451 – the temperature at which book paper catches fire, and burns.