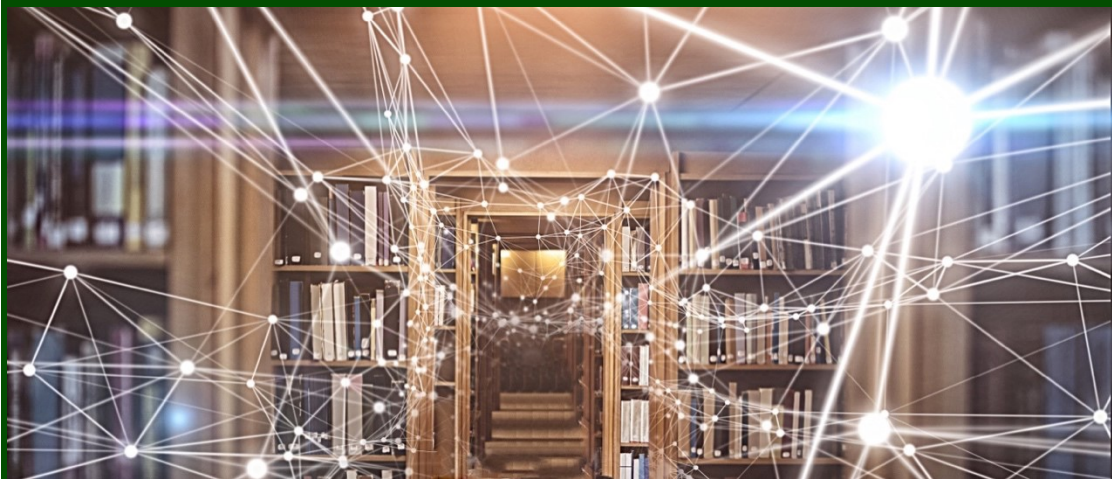


illumiBook

bringing the printed page to life



In loving memory of Hilary Gibson

Aug 1955 – Jan 2022



illumiBook is proud to support the Hilary Gibson Zero Foundation established to help bring avoidable deaths in the NHS to Zero.

PREFACE

Reading is one of life's great pleasures. Whether you're a child, a student, or an adult, there's nothing quite like getting lost in a good book. However, sometimes words and pictures just aren't enough. Sometimes, you want to go deeper, to learn more, to explore the world beyond the page. That's where illumiBook comes in.

What is illumiBook?

illumiBook is a revolutionary new product that transforms the reading experience. By using cutting-edge image technology, illumiBook allows readers to access rich multimedia content directly from the pages of their books. Simply point your smartphone or tablet at an illumiBook enabled image, and watch as videos, animations, and interactive content appear on your screen, overlaying the book's image in real-time.

Who is it for?

illumiBook is designed for book readers and authors alike. Every type of publication where additional or updated content will enhance the entertainment and understanding of the published printed word is suitable for the attention of illumiBook. The team have an initial focus on children's books, art books, and cookery books. For children, illumiBook brings stories to life, providing an engaging, interactive experience that sparks their imagination and encourages learning. For artists and art lovers, illumiBook provides a deeper understanding of the artwork, with videos and commentary from the experts. Found that mouth-watering recipe; watch an expert cook it in front of your eyes and follow along.

How does it work?

Using illumiBook is easy. Simply download the illumiBook app onto your smartphone or tablet and point it at an illumiBook enabled image in your selected book. The app will recognize the image and automatically overlay it with multimedia content, providing a fully immersive reading experience.

Why illumiBook?

illumiBook is the future of interactive reading. With its innovative image recognition technology and rich multimedia content, illumiBook takes reading to a whole new level, providing a truly immersive and engaging experience. So why settle for plain old books when you can have illumiBook enhanced books?

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Acknowledgements

illumiBook acknowledges the following for the use of copyright material to demonstrate illumiBook features in this guide. All copyright remains with the copyright owners.

Examples 1 & 2: Garry Paxton and TWiQ Publishing (premier partner)

Example 3: Mowgli Street Food by Misha Katona

Example 4: Images and content from Wikipedia

Example 5: Copies of book covers from various publishers

Example 6: Street posters from the Province of North Holland

illumiBook™ offers comprehensive book publishing services to authors and content owners, aiming to enrich both new and existing publications. In addition, we provide an online bookstore where illumiBook™ enabled titles are available for purchase in addition to other bookstores.

Extend your publications' frontiers with illumiBook

"A picture is worth a thousand words" is an age-old saying that resonates across cultures, emphasizing the power of a single image to convey complex ideas or emotions more effectively than mere words can describe. However, there are instances where even an image falls short in terms of clarity or the ability to evoke the emotions achieved through video, the human voice, or the sounds being depicted. This is where illumiBook steps in, revolutionizing the reading experience. While many readers cherish the tactile experience and emotional connection of physical books, they often miss out on the additional support, enhancements, or updated content available in eBooks. Enter illumiBook, bridging the gap between traditional and digital reading. Now, those who relish the feel of a printed page can partake in literary adventures enriched by short videos, audio recordings, or links to supplementary materials online. With illumiBook, supporting content is seamlessly integrated, enhancing the reader's imagination while they immerse themselves in the pleasures of the printed page.

Through illumiBook, authors gain the ability to enhance images, diagrams, maps etc. with an array of extra content within their publications. Even years after a book's publication, illumiBook breathes new life into past publications by bringing forth updated content. Imagine experiencing the "Harry Potter moment" as printed images come alive before your very eyes, reminiscent of the enchanting scenes from the beloved movies where images in newspapers leap into motion. Or picture reading a children's book as a young reader thumb through the pages, accompanied by an engaging audio recording that brings the story to life. Additionally, imagine the value of a spoken narrative from an expert, providing vivid descriptions of an artifact or painting briefly described on the printed page.

Furthermore, illumiBook offers the author the opportunity to allow readers to easily and quickly access online content that provides supporting references or updated information discovered after the book's publication. The scope of possibilities lies within the author's imagination, with the shared intention of enhancing the printed page to magnify knowledge or amplify entertainment.

In this era of constant innovation and ever-expanding horizons, illumiBook stands as a ground-breaking platform that merges the tactile pleasure of physical books with the technological advancements of our time. It celebrates the joy of reading while seamlessly integrating multimedia elements to create an immersive and enlightening experience. With illumiBook, readers can savour the best of both worlds, enjoying the tangible connection of a physical book while accessing the dynamic enhancements that digital media offers.

Authors, help your readers embark on a literary journey like never before, where the boundaries of storytelling and knowledge acquisition are expanded, and the wonders of multimedia come alive on the printed page. Welcome to the world of illumiBook, where words, images, sounds, and videos converge to create a truly unforgettable reading experience.

Download illumiBook from the Apple Appstore and experience what is possible in the following samples.

To enhance the user experience, follow these simple steps to explore the fascinating world of illumiBook:

1. Browse through the illumiBook Library listings to find the publication that piques your interest. For your first trial select this one, "Introduction to illumiBook".
2. Each publication in the library provides a preview of the activated images within it, along with their respective locations. This feature assists you in identifying the images that are ready to come to life. It also means the author has no need to 'mark' the images, allowing them to enhance past publications. In fact, you don't even have to be the original author to add content to a popular publication.
3. Once you have selected your desired publication, activate it within the illumiBook app Library. This step prepares you to embark on an immersive reading journey.
4. As you dive into the book, be prepared to scan images that catch your attention. By scanning these images using the illumiBook app, you unlock a wealth of extra knowledge and enhanced enjoyment.

With illumiBook, the process of consuming information and entertainment becomes an interactive adventure. By seamlessly integrating multimedia elements, illumiBook provides readers with a unique opportunity to engage with images and delve deeper into the content they encounter. Through a simple scan, images come alive, offering additional insights, captivating visuals, or even auditory experiences.

So, grab your device, open the illumiBook app, and let the images guide you on a journey of enhanced knowledge and unparalleled reading pleasure. Prepare to be amazed as the pages of your favourite book transform into gateways of discovery, where each scan reveals new layers of information, entertainment, and immersion. Experience reading in a whole new dimension with illumiBook.

Bring images to life with video

In the first example we shall play a video over an active image in the book. You shall see in this example that when your device scans the page, a Play button appears over the recognised image.

Tap the Play button once and a video appears where the image once displayed. As your device moves, the video stays locked to the original image giving the appearance that the image has come alive. Move the device away from the image and the video pauses. Return the scanner to the image and the video starts again from where it stopped.

When the video completes, it disappears and the Play button once more displays.

While the video is playing, tap the video and the video pauses. Tap the play button twice and the video plays full screen, allowing you to move away from the scanned page and rotate the device to landscape mode to maximise the playing area if desired.

In addition to this configuration, the author can specify other options that dictate video playback. Options such as -

1. Display the Play button to control video playback.
2. Play video immediately. Tap pauses and restarts video as above.
3. Play video as image overlay, anchored to the book's image (as above).
4. Play video full screen immediately.
5. Play YouTube video.

What sets illumiBook apart is its dynamic nature. The content linked to an image can be easily updated and modified, ensuring that the printed page remains current and relevant. No longer will you encounter cumbersome QR codes interrupting the visual aesthetic. Instead, the image itself becomes a portal to a world of information, seamlessly connecting you to the wealth of content available on the web.

Gone are the days of flipping through endless pages in search of relevant references or relying solely on static information. With illumiBook, a simple scan unlocks a universe of resources, allowing you to delve deeper into the subject matter, explore alternative perspectives, or access the latest updates.

Whether you are a student conducting research, an avid reader seeking additional context, or a curious mind eager to uncover new insights, illumiBook empowers you to effortlessly navigate the vast online landscape. Say goodbye to the limitations of traditional printed materials and embrace a world where the printed page comes

alive, providing a gateway to the boundless realms of information, inspiration, and discovery.

So, embark on your illumiBook adventure, where images transcend their static form and become doorways to endless possibilities. Let your curiosity guide you as you scan, explore, and immerse yourself in a universe of knowledge at your fingertips. With illumiBook, the boundaries of the printed page are shattered, unlocking a world of dynamic content that enhances your reading experience like never before.

Example 1 – expand the story through video

Partners TWiQ Publishing is utilising the capabilities of illumiBook to enhance the teaching of scripture meanings. This example showcases the effectiveness of incorporating videos alongside written content and images. During Bible Study sessions, it is customary for small groups to gather and engage in discussions regarding the interpretation of scriptures. TWiQ's Bible Study materials empower group leaders to utilise tools that facilitate a more comprehensive understanding within the group. Take a moment to read through the page and envision the messages you would convey as a group leader. Then, proceed to scan the page and play the accompanying videos. Finally, consider whether you could have delivered the same messages with the same level of certainty in the absence of these videos.

Example over the page

1 The Gospels as Witness Statements

Discussion: Imagine you are on the jury in a court case. After hearing the evidence from the first witness, it seems pretty clear to you that the defendant is guilty. Is there any benefit to you hearing the testimony of any further witnesses?

Action: Watch the video, which sees an event from the perspective of a single witness.¹

- Who are the people in the video? What can we tell about each of them from our observations (their clothes, their actions or their reactions to one another)?
- In just two or three sentences, can you summarise what is happening?



Action: Watch the next video. This extends the first scene, adding a second camera angle to the original event, which represents the perspective of a second witness.



- Who is added or missing from the scene?
- Are there any additional insights gained from the second witness viewpoint?
- Does it confirm your earlier thoughts about what is happening or has your mind changed?

Action: This final video introduces another camera angle, which adds the viewpoint of a third witness. Now we see the entire event from three perspectives.

- We can ask the same questions again. If you were on a jury but were not permitted to see all three viewpoints, might you have reached a different conclusion of what was happening?



Example 1 - expand the story through video

Example 2 – more than 16:9 and sound too

This example highlights two additional features of illumiBook video, using materials from the same partner. Firstly, it demonstrates the inclusion of audio, which may seem obvious once you are aware of it, but it addresses any potential questions beforehand. Secondly, and perhaps more significantly, it showcases an understanding that not all images in a publication adhere to standard video formats. To illustrate this, we present a square image accompanied by a perfectly overlaying square video on the page.

Scan the image below, make sure your device's sound is turned on, scan and play.

Bible Study of Mark's Gospel

Comparison

- While Matthew follows Mark's narrative almost word for word, Luke has Jesus teaching the crowds and introduces a miracle that is *convincing* to Simon Peter.
- There is no mention of Simon and Andrew having a boat in Mark or Matthew's account; they could have been shore fishing with weighted nets.⁵⁸
- James and John, however, were in a boat owned by their father Zebedee.
- Luke's account suggests Simon did have a boat and that he and Andrew were business partners with John and James.
- The Sea of Galilee (from the Hebrew) is instead referred to as Lake Gennesaret in Luke's account (the Greek alternative), while the Romans called it Lake Tiberius.



Figure 6: Shore fishing

Example 2: more than 16:9 and sound too

Example 3 – improve content accessibility with online video

The previous examples undoubtedly create an impressive impact, seemingly bringing printed images to life. However, we recognize that numerous users would prefer to view the videos only in full screen. Considering this, it was crucial for us to integrate support for the leading online video provider, YouTube. With illumiBook, individuals can effortlessly link any YouTube video to any image within any publication by uploading simple details to our online systems.

As an example, let's consider a daily newspaper publication that utilizes content from their YouTube account to provide additional background details to complement the printed article. It's important to note that we do not present the copyright material as our own. illumiBook simply enables content creators to enhance the accessibility of existing material.

STICKY WINGS RECIPE



Wings & Marinade:

- 1 kg of Chicken Wings
- 4 x tbsps Date Syrup
- 2 x tbsps Black Molasses
- 1 x tsp Garam Masala
- 2 x tsp ground cumin
- ½ x tsp black mustard seeds
- 4 x tsp dark rum
- 2 x tbsp white wine vinegar
- Juice from ½ a lemon squeezed
- 3 x cloves of garlic
- 1 x thumb-sized piece of ginger
- 1 x pinch of salt

Sauce Ingredient:

- ½ x tsp of black mustard seeds
- 1 x tsp of cumin seeds
- 2 x tbsp of oil
- 135g of date syrup
- 50g of ketchup
- 1 x tsp of black molasses
- 3 x cloves of garlic
- 1 x thumb-sized piece of ginger
- 1 x tsp Garam Masala
- ½ tsp of ground cumin
- 4 x tbsp dark rum
- Juice from ½ a lemon squeezed
- 2 x tbsp white wine vinegar
- 1 x chopped red chilli
- 1 x pinch of salt

Example 3 - YouTube

The sound of images

In our fourth example, we dive into the realm of audio. While the previous examples incorporated videos with soundtracks, this time we focus solely on captivating sound experiences. Imagine the joy of a young reader following the pages of a children's book while a soothing voice narrates the story in perfect harmony. Or picture encountering the enchanting mating call of the kakapo, one of the world's rarest birds, as you explore its wonders through the pages of a wildlife publication. Additionally, envision strolling through a local gallery, scanning each exhibit as an audio guide accompanies you, providing fascinating insights into the artwork.

To illustrate this feature, let's delve into an example that showcases the power of audio within illumiBook. Imagine standing before a mesmerizing work of art at the renowned Rijksmuseum in Amsterdam. As you scan the artwork with your illumiBook app, an audio guide seamlessly integrates with your experience, offering a captivating narrative that enhances your understanding and appreciation of the piece. Now, here's the exciting part: even after leaving the museum, the audio guide remains accessible when you scan the images of the same artworks within the book you purchased from the museum. This exceptional feature extends the value of the book, providing expert narration that transports you back to the gallery, allowing you to relive the enchantment whenever you desire.

By incorporating expertly crafted sound files, illumiBook enriches the reading experience, transcending the boundaries of traditional storytelling. Whether you seek educational content, cultural exploration, or sheer entertainment, illumiBook opens a gateway to a realm where sound breathes life into every page.

The first example shows how we can use audio in a specific setting where the user's attention is on the visual experience, but they wish to also consume expert or infotainment commentary at the same time without being distracted from that in front of them. It may also be used where you wish to provide additional detail where information has more value or convenience when handsfree.

This we show in our second audio example where the system presents the information in a slightly different manner. Instead of displaying additional content to provide more context to the scanned item as well as listening to the commentary, in this example we play the audio only while the target is being scanned. Providing a slightly different experience.

Example 4 – sometimes all you need is your own tour guide

In this example, we show how a museum may display additional content on each of its exhibits by associating an audio commentary which is played by illumiBook when the exhibit is scanned. illumiBook streams the audio live and provides the option for the content owner to display additional content associated with the scanned exhibit.



Example 4 – playing audio commentary on recognised exhibits

Here the additional information provided presents other paintings by the same artist following a particular theme as the originally scanned exhibit. The system allows for as many or as few additional items as the content originator wishes. In this example, images of paintings the material can be used against the paintings in the gallery during a visit and again by scanning images of the same paintings in any purchased guidebooks enhancing the user experience long after your visit.

Example 6 – when a quick consumption of information is needed

In this second audio example, we show how illumiBook is used to scan a book cover and play an audio summary of that book. It provides a quick introduction to a title.

The audio plays until it comes to an end or the user swipes down the audio player. When the user scans a different title then the current audio stops and the next audio file plays, allowing the potential reader to quickly review multiple books before deciding upon the one that sounds right for them and purchase.

Act of Oblivion



A NOVEL

*They killed
the King.*

*Now they
must flee across
America.*

ROBERT HARRIS

AUTHOR OF *Fatherland* AND *Munich*

Example 5 Quick scan audio sample 1

THE MILLION-COPY BESTSELLER



TIM
WEAVER

'Unputdownable'
MICK HERRON

'It blew me away'
CLAIRE DOUGLAS

THE
BLACK
BIRD

'A five-star thriller'
T.M. LOGAN

'Terrific'
LEE CHILD

'Jaw-dropping'
B.A. PARIS

An impossible disappearance.
A notorious murder.
Only one person knows the truth.

Example 5 Quick scan audio sample 2

Where in the world (wide web) shall we go today?

Be amazed by the limitless possibilities of illumiBook as it seamlessly bridges the gap between the printed page and the vast expanse of the internet. In our fifth example, we introduce illumiBook's remarkable ability to recognize images and transport readers to any desired web content, all without the need for unsightly QR codes.

Imagine scanning an image within an article and instantly being whisked away to a world of reference materials and additional resources. With illumiBook, the image serves as a gateway to a treasure trove of knowledge, providing readers with immediate access to backup material that enriches their understanding and expands their horizons.

Example 6 – buckle up and start the journey

You literally have anywhere you can go on the world wide web. Whether linking from a magazine piece for more information; an image in a newspaper interview linking to a video witnessing the words spoken; or additional reference material supporting the article being read.

In example 4 we used artworks and antiquities in galleries and museums, now we hit the streets and use buildings, street furniture and location to trigger our content. Here we demonstrate another of the benefits of illumiBook. Unlike QRcodes you don't need to be close to the image to trigger content. Depending upon the detail in the target, you can trigger content even if people are crowding your view.

In this example we use posters on OOH (Out of Home Advertising) displays. Imagine if you had similar on the side of a building or the side of a bus. Too far away for effective use of anything other than very large QRcodes but simple with illumiBook. Scan the side of buses as they drive past or as you ride past an OOH display.

This example uses the multiple advertising displays deployed by the Province of North Holland. Each take the user to their website. Like all our examples, a target can take the user to any media type based upon the requirements of the content owner. If you are in the Province of North Holland you will find all of the included posters work in the real world.

The following page shows three examples from the Province although all ten targets are active and on the streets. Each takes the user to the same web address although you could take users to different locations or even change destination by a simple configuration change. City driven treasure hunt anyone or location specific visitor information?



Example 6 Launch to your website with a simple scan of any of the above.

Summary

We are working with some exciting content owners and hope to bring you some more examples soon. One we are particularly excited to show is working with authors of a young children's picture books where we shall be demonstrating illumiBook reading along with the child. Helping them enjoy the pleasure of the book while listening to the words being spoken as they learn to read.

We hope to offer this to parents that cannot always be present to read their child a bedtime story. Providing the tools to record themselves reading the story and let the young child play the reading at their own pace by simply scanning the current page and read the page while listening to their absent parent read. This and many other content projects are being planned and we look forward to hearing more and extending what is possible from the printed page.



An illumiBook publication