

News Release

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Printel and Alsop School spearhead the *Augmented Reality* revolution

Widnes creative design firm Printel and Liverpool's Alsop High School are trail blazing the latest digital technology *Augmented Reality* in the classroom.

Stuart Atherton, Printel's managing director, explains: "Augmented reality is a fantastic innovation which has hundreds of amazing applications. It involves using the camera on your smart phone or tablet. You hold the device over a still photo, which is enhanced with augmented reality, and the photo magically comes to life with a video and interactive features.

Alsop will be using the technology to bring prospectuses, leaflets and faculty display boards to life during their Sixth Form Open Evening on Thursday 31st January (6-8pm).

Marketing senior leader, Jane Gibbon said: "We are very excited to be the first school in Liverpool to use Augmented Reality to enhance information for parents and students. This technology has really allowed us to bring to life all we have to offer at Alsop Sixth Form Centre and we are really looking forward to showcasing this at our Open Evening."

Assistant Headteacher (Sixth Form) October Wright added: "Augmented Reality is an exciting new technological development which we feel is in keeping with the school's dynamic and modern approach to learning and teaching."

Other schools are looking at the technology to enthuse students about history and politics by making historical events such as Martin Luther King's famous speech spring into action.

Stuart added: "Augmented reality can work on anything from a billboard advert and magazine cover to branded mugs and business cards. We've already had orders from a number of organisations who want to wow prospective clients and customers and we're currently in discussion with Premiership football clubs about introducing a range of branded goods which can spring into life with greetings from their top players.

"Local visitor attractions have also shown an interest because the technology allows static displays to magically start moving and delivering powerful messages. There is also huge potential for developing this as an aid for disabled people. The range of applications for this technology is endless and limited only by our imagination."

Printel's film division also expanded last year as more schools, companies and organisations commission promotional films for their websites. The demand has been so great that Printel has opened a dedicated film unit at Media City in Salford.

Stuart, whose firm won Halton Business of the Year in 2011, is excited by the prospect of being at the centre of the rapidly expanding film and creative digital hub.

"It's a big step for us to open up a sub office at Media City but hopefully it will pay dividends in attracting new clients and allow us to showcase our work to the right people," he added.

For more information about Printel Design, contact Stuart Atherton on 0151 420 0700. www.printel.co.uk.

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