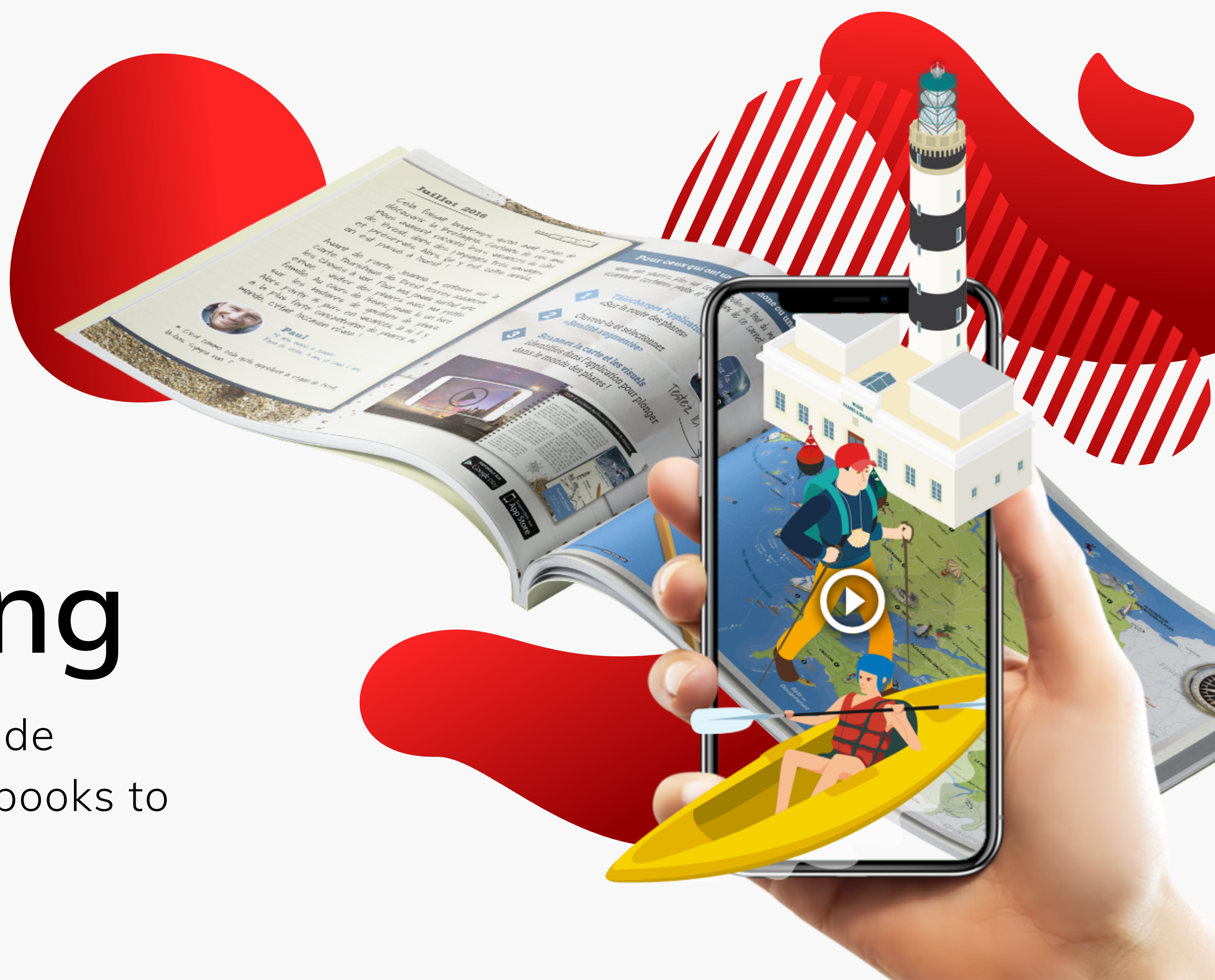


# Hybrid Publishing

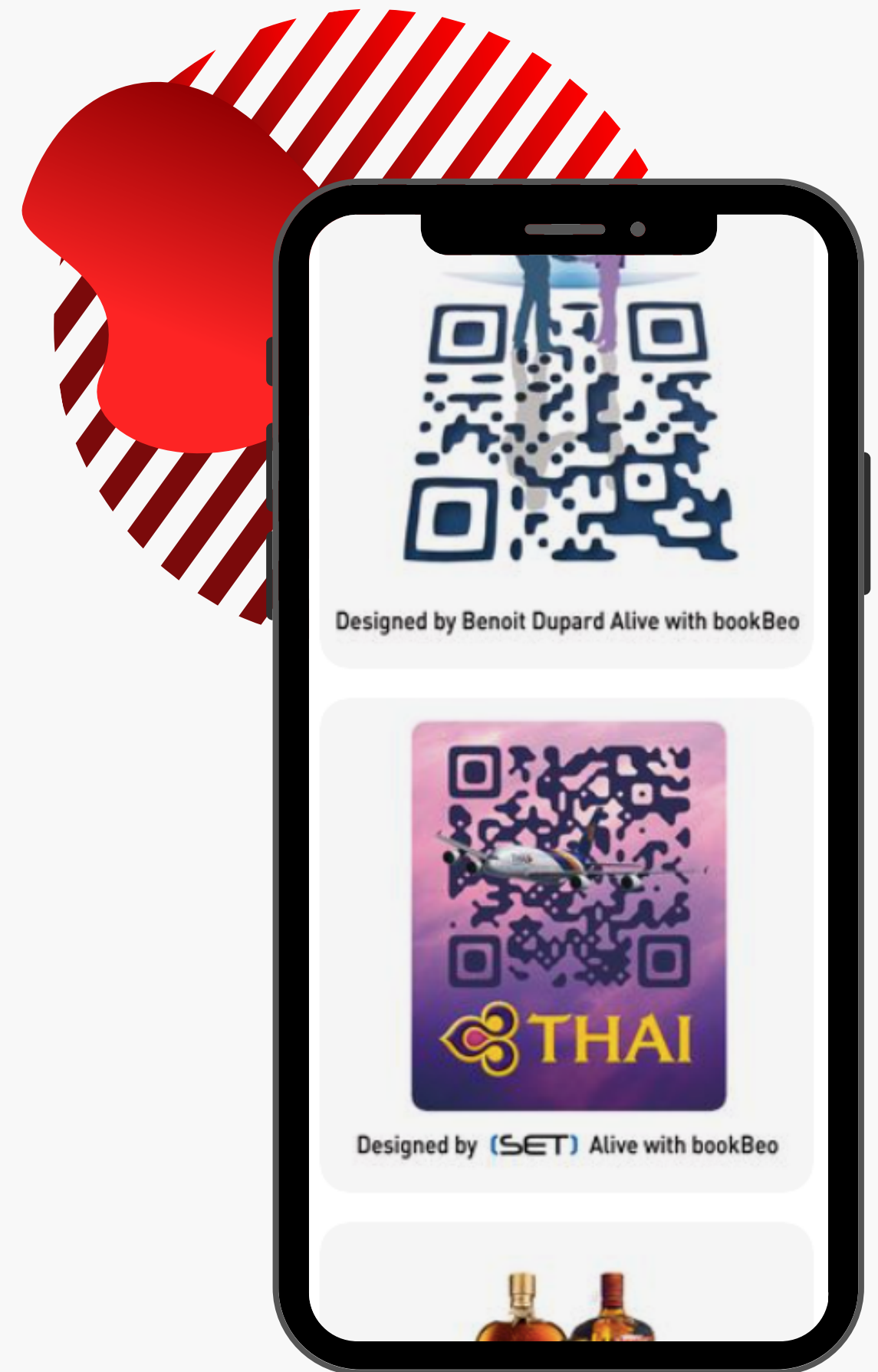
Discover our tailor-made solutions for bringing books to life!



# bookBeo

## First decoding application of QR Code in France

- Company founded in 2008 in Brittany (FR)
- Team in Le Faou (29) and Rennes (35)
- bookBeo app (decoding of 2D codes) first publication in 2009
- Specialised in augmented reality engineering
- R&D, technology integration and artificial intelligence
- R&D, research projects
- Collaboration with the Japanese company Set Qr.



INTERACTIVE - IMMERSIVE - EDUCATIONAL - UPDATABLE

# SKILLS & EXPERIENCE

For 12 years, our team has become an expert in the exploitation of open or business data in order to develop custom algorithms.

The team is made up of graduate profiles who have several years of experience in the development, design or management of Web & mobile projects, with numerous achievements to their credit (references and examples to be discovered on [bookbeo.com](http://bookbeo.com)).



# OFFER

- Novels
- Textbooks
- Tour guides
- Brochures
- Comics
- Magazines



# NOVEL

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## OVNI Brest

### THE FIRST DIGITALLY LIVING WORK

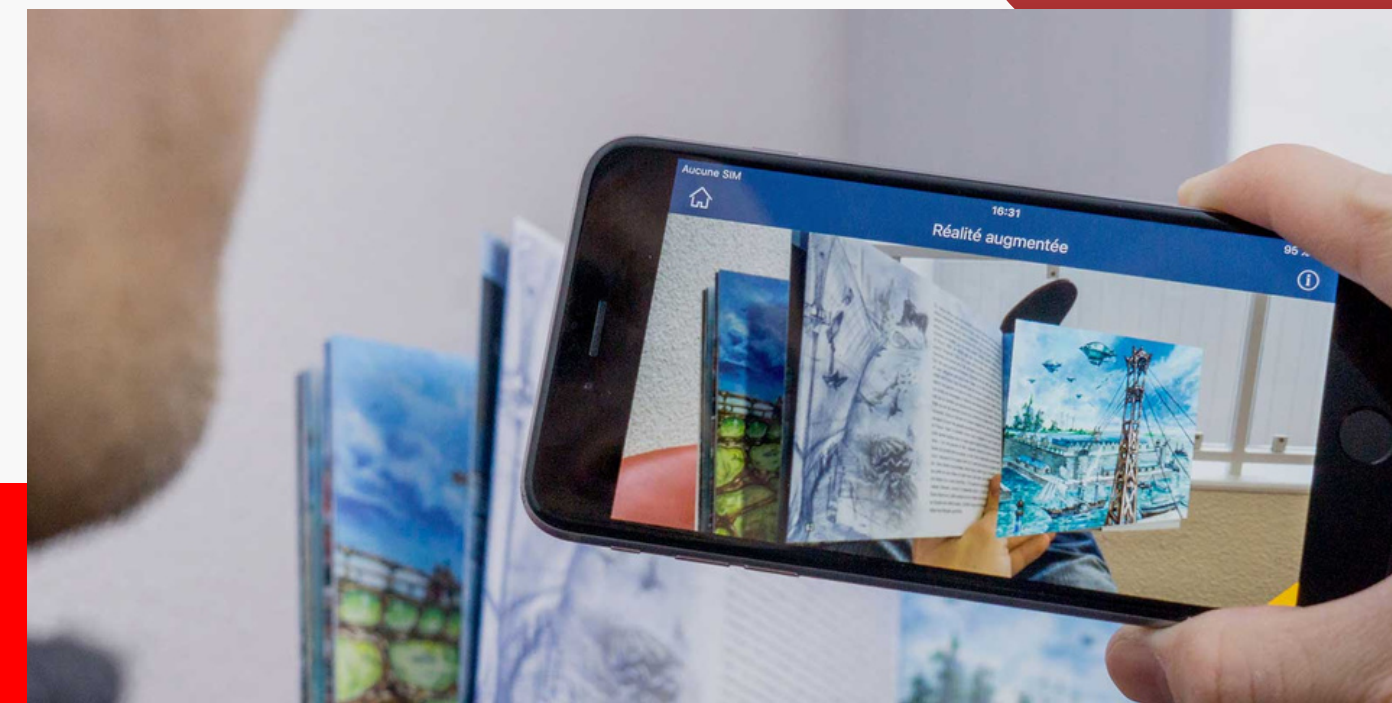
OVNI BREST "The passing sailor" is the world's first interactive, multi-media reading experience. By placing a smartphone or tablet above the illustrations, readers can immerse themselves in an imaginary and interactive universe, and even post their own visuals to enrich the story.

find the video overview here



An exciting, interactive story in the town of Brest

- AUGMENTED REALITY
- 3D ANIMATIONS
- VIDEOS
- INTERVIEWS



# TEXTBOOKS

AUGMENTED REALITY APP

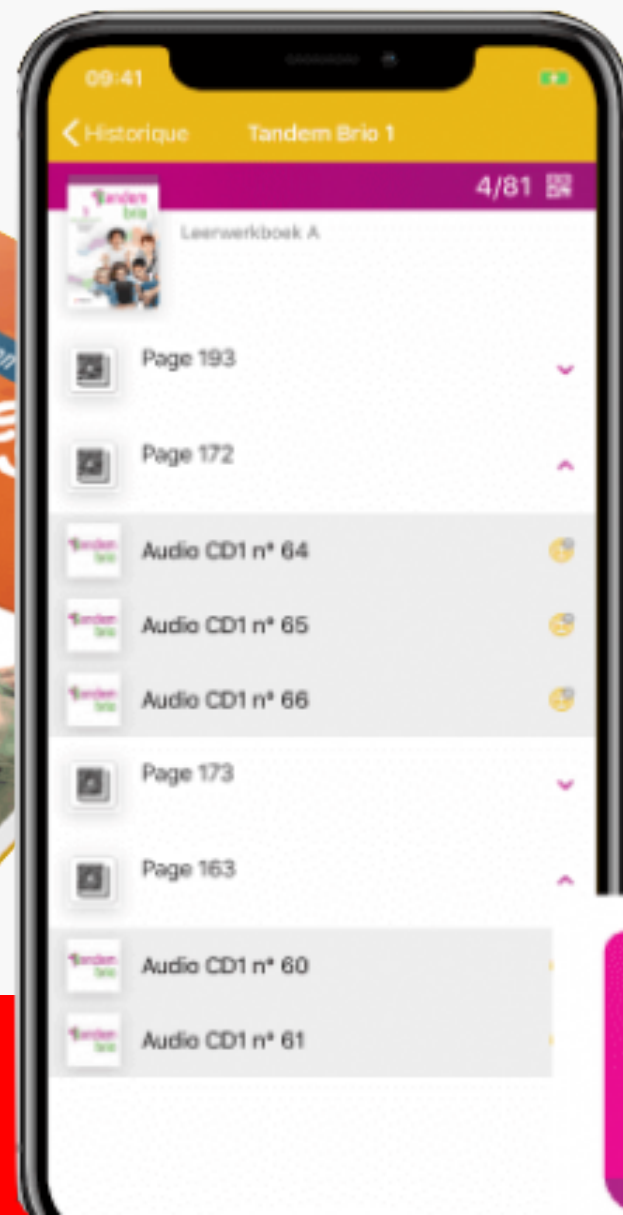
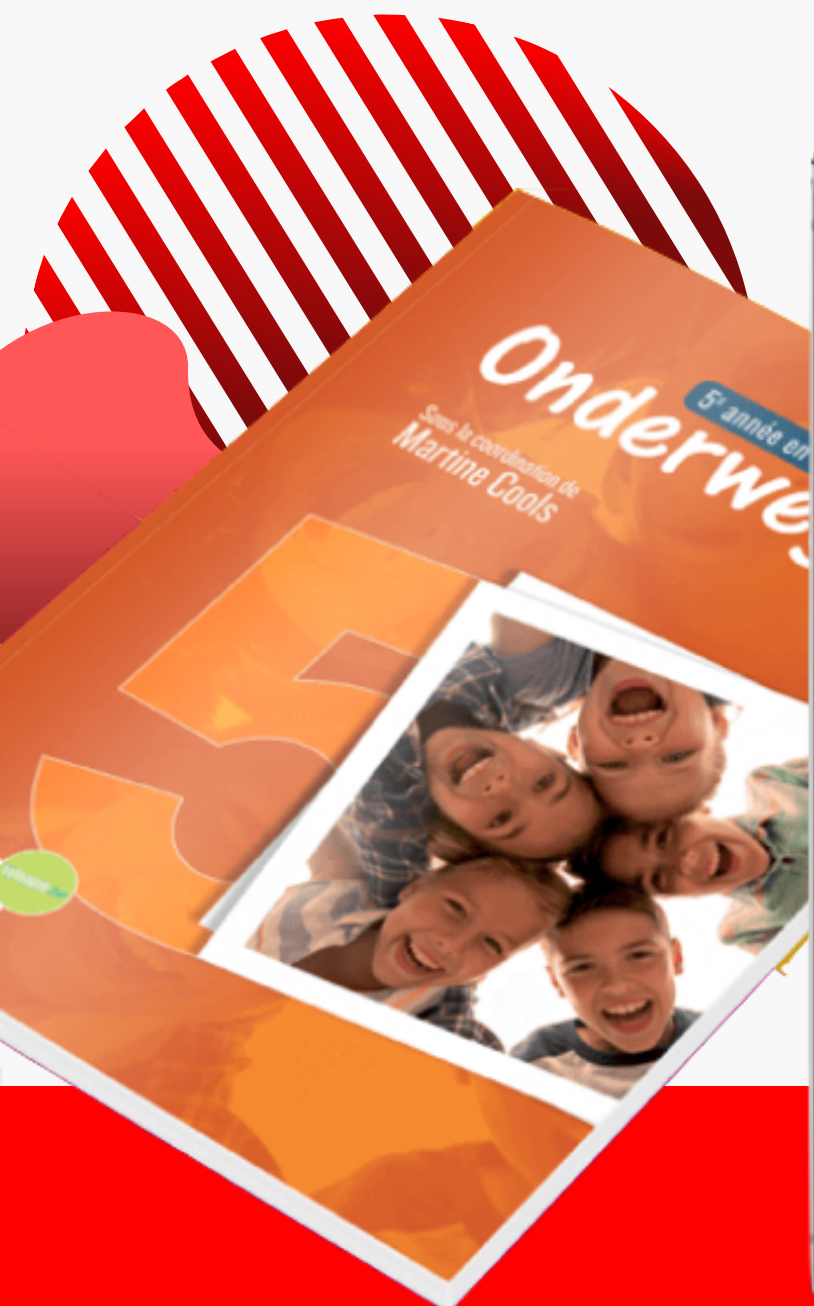
MANAGEMENT PLATFORM

## SESAME Application

THE 100% PEDAGOGICAL APPLICATION FOR SCHOOL AUDIENCES

SESAME is an augmented reading service for school books from the Belgian Editions VAN IN, a subsidiary of the Finnish group SANOMA.

In support of the application, an audio and video content management platform has been developed & tailored according VAN IN needs. It currently contains more than 8,000 contents assigned to various interactive elements placed in the books (visuals on the covers or QR Codes designated in the form of a "player").



[find the video overview here](#)

# TOUR GUIDES

- AUGMENTED REALITY
- MAPS
- VIDEOS - PHOTOS
- ANECDOTES & STORIES

## Sur la route des phares

### APPLICATION DEDICATED TO THE TOUR BROCHURE

By scanning the guide's visuals, visitors can access the interactive map and discover videos of the different lighthouses of the Brest Terres Océanes destination.

▼ find the video overview here



# AUGMENTED BROCHURE

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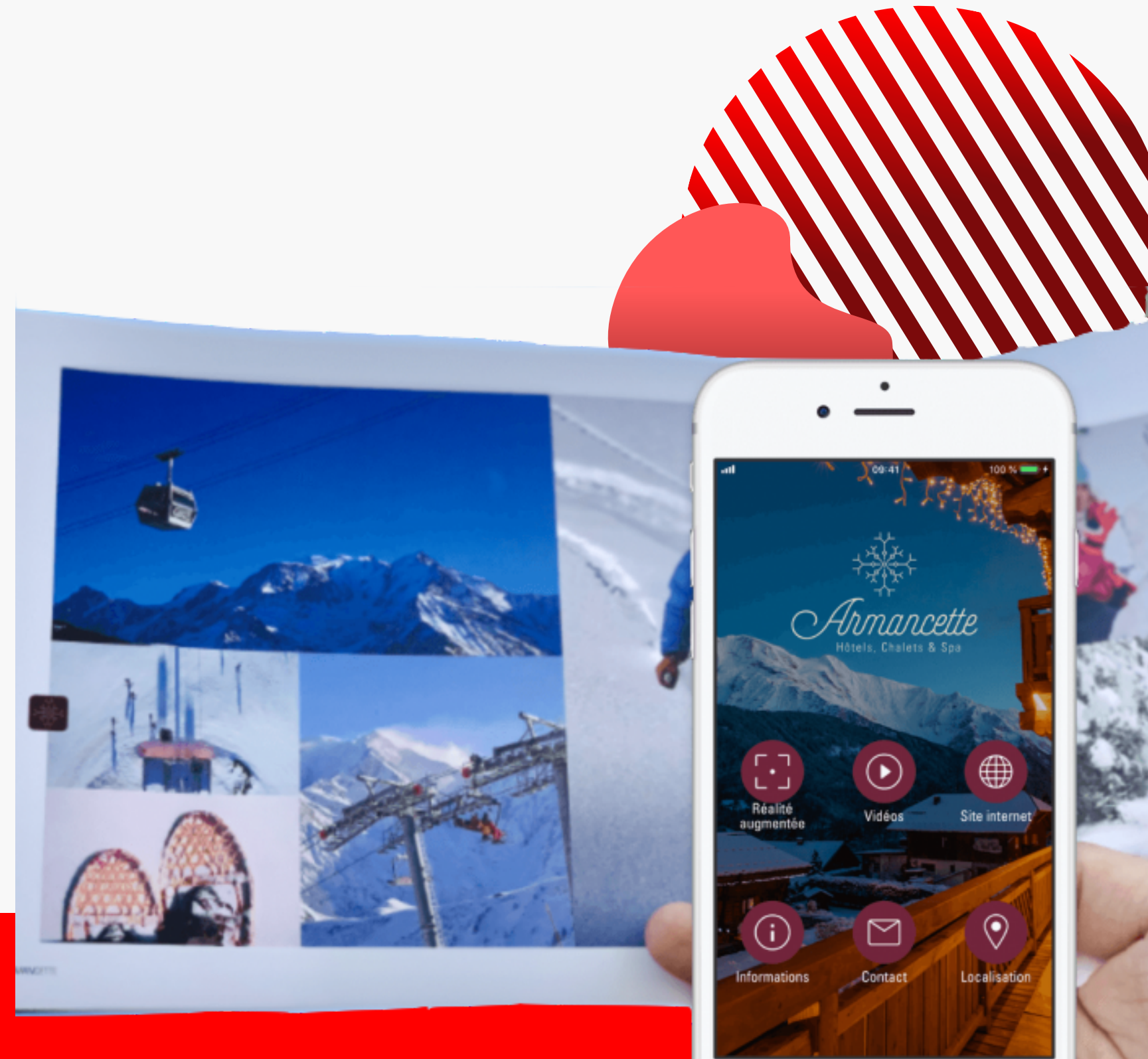
## Armancette

### A 2 IN 1 TOOL FOR PLANNING YOUR STAY

The Armancette application linked to the brochure allows guests to do the visit before their stay, view videos, access the booking system and other practical services (website, itinerary, social networks, ski and weather information).

● THE NEW TOURISM TOOL

find the video overview here





# COMICS

AN HIDDEN QR CODE

A TRIGGERED VIDEO

## Samedi Soir, Dimanche Matin

### A COMIC, QR CODES, A STORY

For the first time in a comic book, readers get into the heads of the characters!

Thanks to the QR Codes plunge into the back of the set and discover in a playful and animated way all those thoughts - more or less pleasant - that stir the spirits on a meeting night!

Dive into the characters thoughts...



# MAGAZINES

## Solutions Manutention

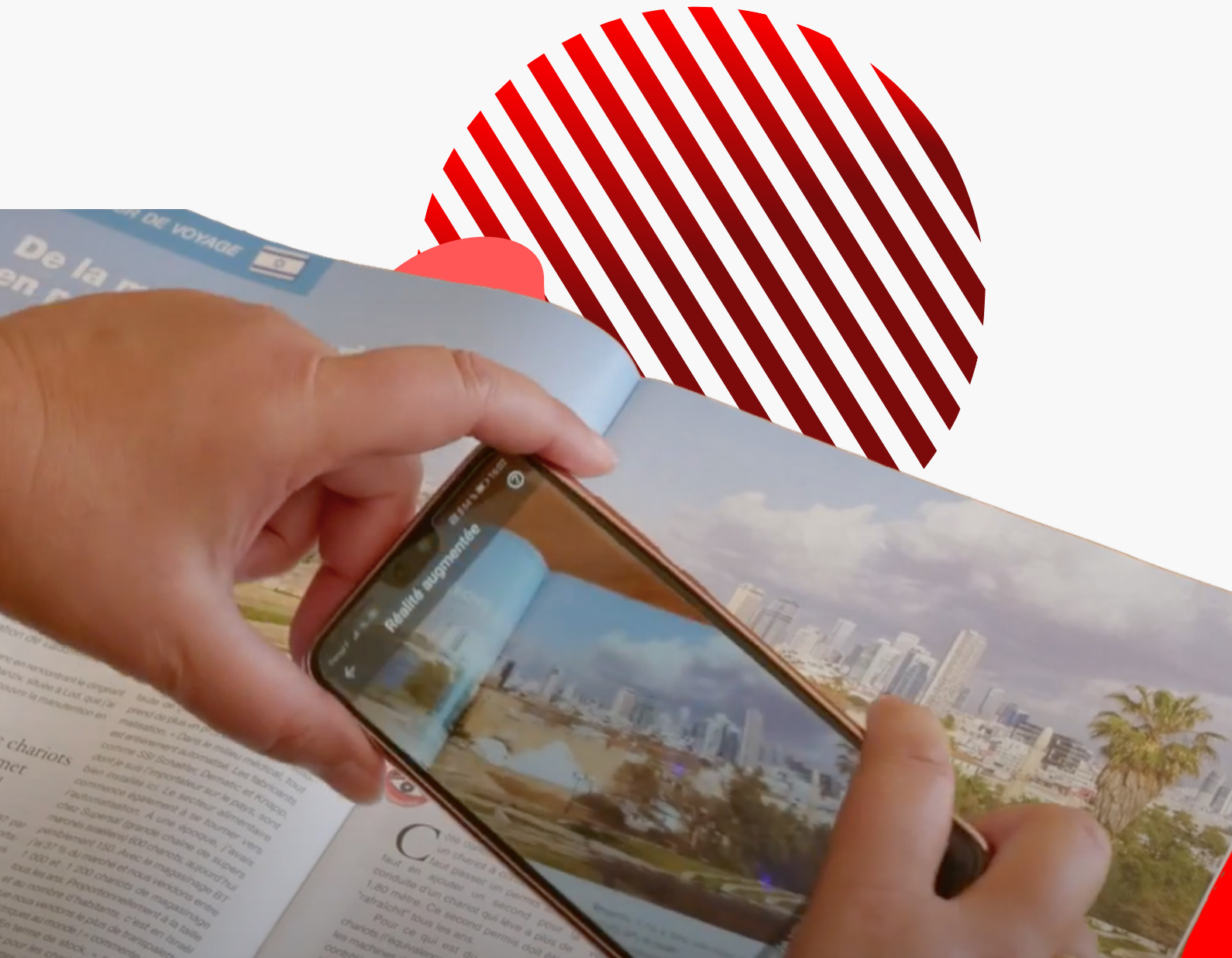
### THE BI-MONTHLY MAGAZINE IN AUGMENTED REALITY

AUGMENTED ADVERTISING

REDIRECTION TO WEBSITE

This service includes an application and platform for managing interactive images of magazines.

By scanning the different visuals of the magazine, the reader can watch videos or discover additional content (web pages, audio guides, interviews, CVs...).



◀ find the video overview here

Full service for 4.0 industry

# OUR CUSTOMERS



LIBRAIRIE  
**dialogues**



Brest  
terres  
océanes  BRETAGNE  
INTENSE



Flammarion

SOLUTIONS  
MANUTENTION  
**MANUTENTION**  
LE MAGAZINE DES ÉQUIPEMENTS ET SOLUTIONS EN ENTREPÔTS

 **van in**



*Armancette*  
Hôtel, Chalets & Spa

 **espace  
culturel**  
E.Leclerc   
**GUESNOU**

# PRIZES & AWARDS



**2011**

bookBeo ranked at **the top** of decoding applications by the communication agency CNI **in Japan**

**2015**

Awarded by the "Pôle Images & Réseaux" organization for the **OVNI BREST project**

**2010**

award-winning bookBeo application in the **E-PaperWorld** Paris forum

**2013**

Women's Economy Trophy in Brittany, **entrepreneur category**

**2016**

bookBeo awarded by **Produit en Bretagne** et **Ouest France** for its augmented publishing applications



# KEY NUMBERS

- **Sésame**  
+8000 contents  
2400 K Reach  
48 000 users
- **OVNI Brest**  
+30 augmented content  
57,3K Reach  
1580 users in more than 5 countries
- **Solutions Manutention**  
16K Reach  
170 users
- **Sur la Route des Phares**  
4000 users  
30,7K Reach
- **Armancette**  
12K Reach



## Customized services :

AR Application : 5000 €

Qr Codes (Design & integration) : starting at 500 €

Content management platform : starting at 2500€



# CONTACT



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