

1/6 **Touch to Feel**

To use smartphones to read the QR scanners of Book look alike specifically created for ebook buyers



Solution

Every person paying a visit to one of the booths carries a smartphone. My idea is to print the book covers on thin wooden sheets along with the summary of the book at the back. On the front there will be a QR-code which will direct to a video. The video could be a review by the author himself, or an animated video to show what the book contains. In the end a link will be provided to buy the book online. cards with the QR code would be provided inside these sheets as is done in photo albums.

Status: 17.06.2018

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What is the core principle of your idea?

We like to touch and feel things before buying and this book alike will just do that. The sense of physically touching the pad and then a video from the author himself provides the general feel of the book. It keeps the customer attracted and interested, further by providing him with a card secures the bond. With this card he could revisit the video any time he likes and buy the book when he is ready for it. It is the best of both worlds.

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

Yes, You just need a stack, book shelves will do just fine. The stacks laded with the book look alike will themselves be as attractive as the books. The best thing is that they are easier to carry than actual books and even easier to mail them to their locations. Once the video is done the rest of it is a piece of cake.

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes, Of Course One can create a prototype of this model on a short notice as the technology is readily available and there are many companies that offer such services.

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

Printing of the cards will be a cheap affair, As of now I donot have information about what it would cost to print QR codes on Wooden sheets, if we replace sheets by photos that could be printed out of a computer the costs come down and the process becomes much more economical but the physical appeal takes a beating.

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Creative's profile



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