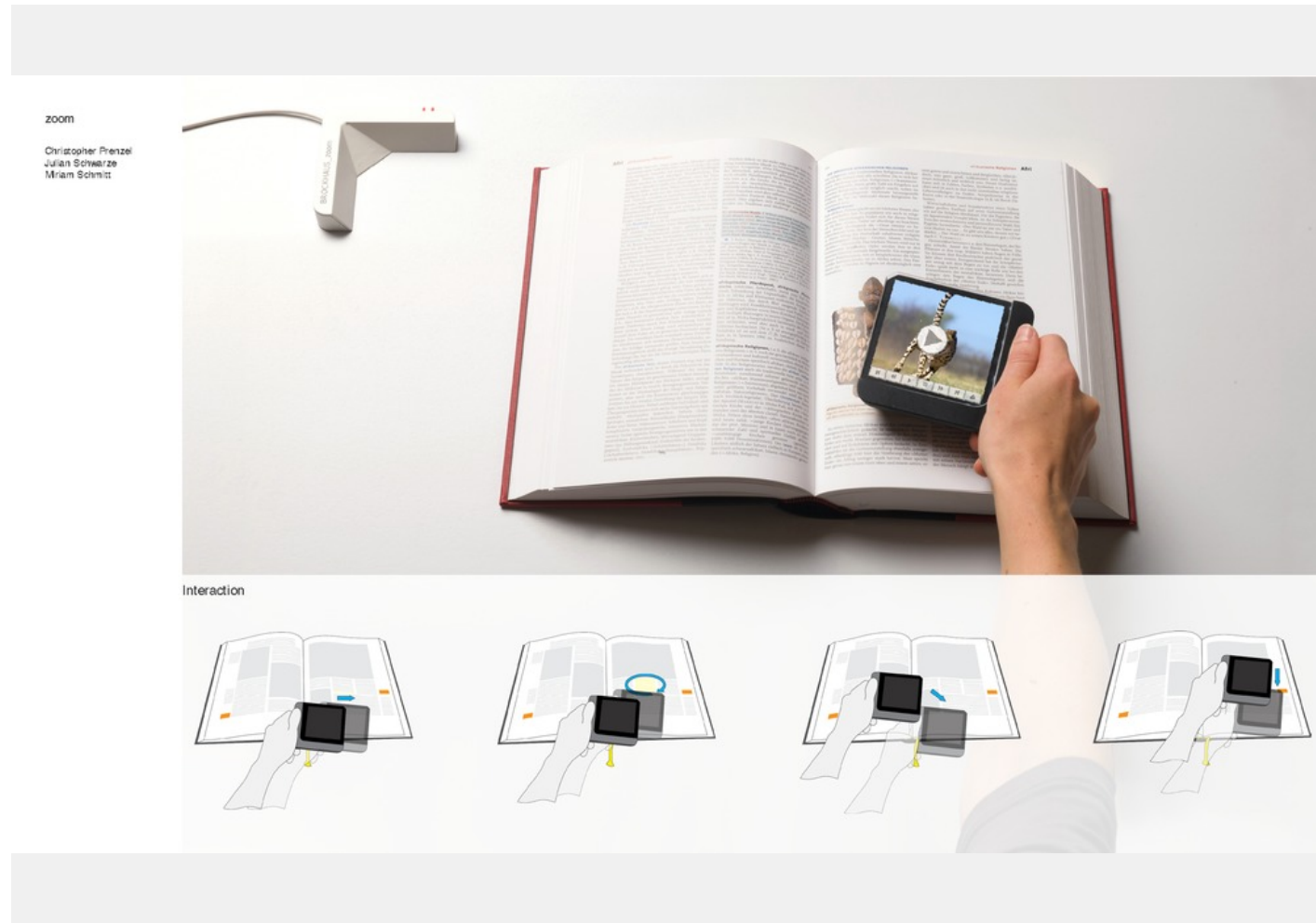


1/6 **ZOOM**

Digital device to interact with a book



**Solution**

The handling of -zoom- is like using a special magnifier that can provide the reader with more profound information by highlighting details of the text and the decisive picture.

2/6

## ZOOM

Digital device to interact with a book

What is the core principle of your idea?

The design -zoom- is an interactive magnifier. On the one hand it is a reading aid and on the other hand it provides the reader with additional, more detailed information on the printed text. Videos on a chosen topic can be depicted on the display and an integrated loudspeaker offers additional acoustic contents. A special printing technology links the texts and the graphics to a special code that can be scanned and activated by -zoom-.

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## ZOOM

Digital device to interact with a book

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

Yes.

4/6

## ZOOM

Digital device to interact with a book

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. Mockup

5/6

## ZOOM

Digital device to interact with a book

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

-on request-

6/6

## ZOOM

Digital device to interact with a book

Creative's profile



**julianschwarze**

Collaborators



**miriam\_schmitt**



**Chrisprenzel**  
Product Design