

## 1/10 Immersive Reality Book

Adding location and social network adjustable hyperlinks to texts will open up new revenue streams.

By #Jackie from #anti-american-idol

The image shows a black background with hand-drawn text in various colors and styles. 'Make Sure' is in red, 'you TRULY SEE' is in blue and yellow, 'the people' is in yellow, 'who you don't have to' is in green, and '#follow' is in green. The text is arranged in a roughly rectangular shape.

#origin

A standard black and white QR code is positioned to the right of the text graphic.

**Solution**

The era of classic publishing industry is over. A book enriched with QR-codes and an app can quickly become a reality role playing game. A story can be told in blog format, enabling eMerchandise sales, while each new entry generates revenues like pleddage.com. HTML-allows full usage of audiovisual enrichment; in tech savy hands the story can become a collaborative project that is read as a recommendation stream of story lines. Possibilities are abundant, while tech gets easier every day.

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In summary, what is your “Made on Coboat” project idea (max. 3 sentences)?

I will build a working demo and remotely co-edit pilot Immersive Reality Book projects and establish basis for remote writers workshop for Immersive Reality Book group.

I would also network with other Coboat people and try to figure out how we could achieve mutual benefits; I have founded one start-up and my current employer is my fourth start-up.

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How much of your project can you realistically achieve in 100 days if you will get the chance to stay on the Coboat?

Demo building is an iterative process, I will achieve working MVP demo within the first 20 days; I have eight years of computer science experience on Web-development.

Immersive Reality Book pilots depend upon the abilities of the author I co-edit with.

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Will you complete this project on your own, or will you be working with a together with a team?

I will be able to complete this project alone, but depending on my CrowdFunding campaign success, I might be able to recruit one remote Immersive Reality Book editor and one remote software developer.

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Why should your project be chosen?

Empowering writers to control the Call-To-Actions of their texts in a transparent way, will change how money flows. I believe in open brands. Enabling easier decision making for consumers, will significantly help the world to solve the problems of globalization and automation, like global warming. When writers control the Call-To-Actions, you can't buy visibility without following the values of the writers.

Ethical consumerism is enabled by breaking the mass media and publishing industries.

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What does this project mean to you?

I work for a success driven company. I want to work full time on something which I believe brings the right kind of value in the World.

Creation is what I live for. I am a multidisciplinary artist, I sing and play five instruments, I have directed, edited and scripted an MTV Headbangers Ball music video, I write and co-edit texts all the time. Drawing is something I haven't done yet.

I am also passionate about Internet and I want all these to co-exist as a uniform art platform.

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Why do you want to do this project?

Besides making the shift from traditional publishing and distribution industry to a modern people2people media industry faster, I also want to learn new things.

My generation believes in social media and games have become a new story telling platform, but Immersion will be the next big thing for the next generation. This project would allow me to experiment how Immersion could be done with written text and other media format that HTML, web browsers and mobile apps can provide.

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Have you used any third-party material? Even if you've modified it, please ensure you source the original here. See FAQ for details.

I have not used any third-party material.



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Please tell us a bit about yourself and your professional background. How do you fit into a team? What have you done before within the field of your idea?

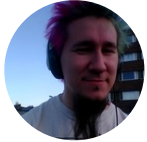
I have the right background as a serial start-up entrepreneur, with eight years of software engineering experience. I am also a writer, who is interested of the philosophical and psychological side of modern economic-democratic system. I have written 200,000 words a year for past three years.

I also have an eye for providing favors, seeing what people need and who can provide them if I can't. While tech changes fast, for my career solving social problems has been a constant success factor.

10/10 **Immersive Reality Book**

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Creative's profile



**ahtiahde**  
Software Engineer

Creative's top 5 skills

Copy Writing, User Experience