

Integrate enhanced reality technology with print media as an added value to improve communication efficiency

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Abstract

With the global digital transformation in all fields, Newspapers around the world faced a critical crisis in editing and in production techniques, which are threatening the printed newspaper's continuation and calling for change. Newspapers lack both animated image and interactivity, which are essential elements of the digital communication process, which are prompting the audience to turn to electronic journalism and digital media. Although the digital revolution has threatened the existence of the printed newspapers, it has also created new opportunities for survival. A new strategy for print media has been to integrate augmented reality into its pages, making the printed newspaper one of the hybrid multimedia types. Through this technique, a digital overlay occurs on the printed page by adding multimedia content, including video and audio files, links to social media, and more. This technique transforms the static image that we see in the printed newspaper into a mobile image and video that we see across smart phone devices in all kinds and shapes. The Augmented reality (AR) is considered as the future technology and main source of revenue in the print media. This study describes and discusses the applications of integrated Augmented reality with printed newspapers to analyze and evaluate the use of innovative technology to improve the efficiency of the printed newspaper and to determine how (AR) technology can change the concept of printed newspapers- as a hybrid technology with printing - and How to benefit of its advantages in improving printed newspaper's interactivity. The study conducted analytical and field survey methods by analyzing the integration of Augmented reality technology with printed newspapers, and then conducting a field study through a set of personal interviews with a questionnaire form which was applied with 50 specialists and experts in the field of printing and the Egyptian media from university professors, Press organizations (as actors in the decision - making process and predict its effectiveness). In order to survey opinions of experts on the implementation of the Augmented reality to digitalization of Egyptian printed newspapers and improve their communications effectiveness, and identify the most important technical institutional, human and community challenges that can face the implementation of this technology and then identify the chances of success according to these challenges. The most important results of the study are that; although benefits of integrating augmented reality technology with printed newspapers are still unclear and they are under discussion and research, but augmented reality technology is one of the best strategic options available to improve the effectiveness of the print media to make it a hybrid media.

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