

# Are You Bridging the Gap Between Digital and Print?

**AUGMENTED REALITY**  
Two-dimensional mediums such as print brochures, labels and envelopes can come to life in a real-world environment with its elements augmented by computer-generated sensory input like sound, video and graphics.

**3D PRINTING**  
This new printing process makes three-dimensional objects of virtually any shape from a digital model through additive manufacturing.

**NEAR FIELD COMMUNICATION (NFC)**  
NFC uses embedded microchips to exchange data between devices for contactless communications. NFC labels, called "tags" can also be added to printed materials for enhanced interactivity.

**APPS**  
Apps are small, specialized programs downloaded onto mobile devices, like our FREE Print Apply App for printers and designers—a valuable tool for your business.

**AUGMENTED REALITY**  
To experience augmented reality, scan QR code with your smartphone or <http://bit.ly/wsel-ar>

**EMERGING Technologies**

Ready to share and grow tomorrow?  
Contact Western States today at [www.wsel.com](http://www.wsel.com) or 800-558-0514

**AUGMENTED REALITY**

Two-dimensional mediums such as **print** brochures, labels and envelopes can come to life in a real-world environment with its elements augmented by computer-generated sensory input like **sound, video and graphics.**

**Learn more about how you can make print come to life!**

Request a **FREE** 2014 3-month wall calendar featuring an **Augmented Reality** envelope at: [www.wsel.com/2014-calendar/c](http://www.wsel.com/2014-calendar/c)



**Western States Envelope & Label**

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