

ABSTRACT

Described herein is technology configured to enable monitoring of user engagement with physical printed materials via an augmented reality delivery system. Whilst that application of the technology is described as a primary example, it should be appreciated that the technology has additional applications. Some example embodiments relate to using AR technology as a means to enhance effectiveness of print-based advertising, primarily by allowing collection of analytics in relation to user engagement with the print-based advertising, and in some cases by allowing for users to directly purchase goods and/or services via engagement with the print-based advertising. A wide range of forms of AR experience delivery and engagement monitoring may be used.

[Figure 1]