

Claims

1. An interactive printed publication comprising:
 - a plurality of content segments printed thereon; and
 - a plurality of machine readable codes printed thereon, each of the plurality of machine readable codes being associated with and positioned adjacent at least one of the plurality of content segments, each of the plurality of machine readable codes containing data being extractable by a computing device when being read thereby for initiating communication between the computing device and a computing system,wherein initiating communication between the computing device and a computing system comprises at least one of initiating one of voice and video conference between the computing system and the computer device, and providing a form from the computing system by the computing system to enable capture of form inputs from a user interacting with the computing device, the form inputs from the user being sent to the computing system together with a unique identifier associated with one of the plurality of content segments 32.
2. The interactive printed publication as in claim 1, each of the plurality of machine readable codes being one of a QR code, a 1D barcode, a 2D barcode and a 3D barcode.
3. The interactive printed publication as in claim 1, wherein the interactive printed publication is one of a book, a codex, a poster and a sheaf of paper.
4. The interactive printed publication as in claim 1, wherein initiating communication between the computing device and a computing system comprises delivery of data captured by the computing device to the computing system.
5. The interactive printed publication as in claim 1, wherein initiating communication between the computing device and a computing system comprises delivery of at least one of virtual reality (VR), augmented reality (AR), 360 picture, 360 video, 2D picture, 2D video, 3D picture and 3D video content to the computing device by the computing system.

6. The interactive printed publication as in claim 5, wherein an AR scene generated on the computing system with AR content received from the computing system is communicated to the computing system.
7. The interactive printed publication as in claim 1, wherein initiating communication between the computing device and a computing system comprises communicating at least one of location data, internet protocol (IP) address, user data of the user of the computing device and device data of the computing device to the computing system.
8. The interactive printed publication as in claim 1, the computing device being one of a smart phone, a smart tablet and a notebook computer and each of the plurality of content segments containing at least one of words, drawings, pictures and graphical markings.

9. A content communication method comprising:
 - providing a printed publication comprising:
 - a plurality of content segments printed thereon; and
 - a plurality of machine readable codes printed thereon, each of the plurality of machine readable codes being associated with and positioned adjacent at least one of the plurality of content segments, each of the plurality of machine readable codes containing data being extractable by a computing device when being read thereby, and
 - reading one of the plurality of machine readable codes for extracting data therefrom for initiating communication between the computing device and a computing system therewith,
 - wherein initiating communication between the computing device and a computing system comprises at least one of initiating one of voice and video conference between the computing system and the computer device, and providing a form from the computing system by the computing system to enable capture of form inputs from a user interacting with the computing device, the form inputs from the user being sent to the computing system together with a unique identifier associated with one of the plurality of content segments 32.
10. The content communication method as in claim 9, each of the plurality of machine readable codes being one of a QR code, a 1D barcode, a 2D barcode and a 3D barcode.
11. The content communication method as in claim 9, wherein the interactive printed publication is one of a book, a codex, a poster and a sheaf of paper.
12. The content communication method as in claim 9, wherein initiating communication between the computing device and a computing system comprises delivery of data captured by the computing device to the computing system.

13. The content communication method as in claim 9, wherein initiating communication between the computing device and a computing system comprises delivery of at least one of virtual reality (VR), augmented reality (AR), 360 picture, 360 video, 2D picture, 2D video, 3D picture and 3D video content to the computing device by the computing system.
14. The content communication method as in claim 13, wherein an AR scene generated on the computing system with AR content received from the computing system is communicated to the computing system.
15. The content communication method as in claim 9, wherein initiating communication between the computing device and a computing system comprises communicating at least one of location data, internet protocol (IP) address, user data of the user of the computing device and device data of the computing device to the computing system.
16. The content communication method as in claim 9, the computing device being one of a smart phone, a smart tablet and a notebook computer and each of the plurality of content segments containing at least one of words, drawings, pictures and graphical markings.

17. A content communication system comprising:
- an interactive printed publication comprising:
 - a plurality of content segments printed thereon; and
 - a plurality of machine readable codes printed thereon, each of the plurality of machine readable codes being associated with and positioned adjacent at least one of the plurality of content segments, and
 - a computing device for reading and extracting data from a selected one of the plurality of machine readable codes to thereby initiate communication between the computing device and a computing system,
 - wherein initiating communication between the computing device and a computing system comprises at least one of initiating one of voice and video conference between the computing system and the computer device, and providing a form from the computing system by the computing system to enable capture of form inputs from a user interacting with the computing device, the form inputs from the user being sent to the computing system together with a unique identifier associated with one of the plurality of content segments 32.