# Augmented Reality in the Wine Industry

Augmented Reality (AR) bridges the gap between the virtual and physical world by overlaying computer-generated content through a 'lens', which may be a smart device or glasses. Thus, AR enhances the users perception of the real world environment. It is a new technology that has been embraced by global brands such as *Ikea*, *L'Oreal*, *BMW* and many more.

As the leading specialist in interactive health, safety and wellbeing information guides, **Pro-Visual Publishing** are committed to providing training resources to assist businesses with legislative responsibilities and to help keep workers safe. This has lead to combining our printed guides with Augmented Reality (AR) technology to produce Interactive Print.

The Wine Producers Guide to Safety creates active involvement in health and safety practices for all staff during group training, and can be used individually to reference or refresh knowledge. As well as increasing employee engagement, the Guide allows businesses to access a window to additional industry resources, via the *free* **Pro-Vis AR** app.

To subscribe to the upcoming 2017/18 edition of the Guide, please contact **02 8272 2611** or email **marketing@provisual.com.au** for your free copy.