



**Media Kit**  
*2013*

# About Spectapp

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Spectapp is an app that helps you discover exciting content which printed products alone cannot provide. By using Spectapp you'll be able to layer videos, 3D objects, music, image galleries, social buttons and even full games on top of your creative print or packaging. Now that print is interactive, creativity is unlimited.

# How does it work?



1

Download Spectapp for FREE



2

Point to an image that has the Spectapp logo



3

Discover exciting content popping on your screen!

# Main Features integrated with printed ads

Videos



Buttons



Products in 3D



Games



Sound



Extra Images



Call for Action



Panoramic



# Spectapp enabled ad

Through Full Page Ad feature by Spectapp, you can now watch videos, see 3D models, and click on buttons over the original printed Ad on a magazine.



After Scanning the Full Page Ad with Spectapp

Full Page Ad before being scanned by Spectapp

# 360 Panoramic View

Real estate



Car interior

Experience a 360° view for indoors and outdoors as if you're on location.



## Benefits to Users

- 1- Discover exciting and new content
- 2- Convenient one click Call to Action buttons.
- 3- Experience any location with 360 views by simply moving the phone around
- 4- The Ads are now super fun!



## Benefits to Advertisers

- 1- Increase User Engagement
- 2- Wow effect
- 3- Reinvigorate the Print medium
- 4- Measure everything
- 5- Great for Brand advertising
- 6- Link an old medium (Print) with the new (Mobile)

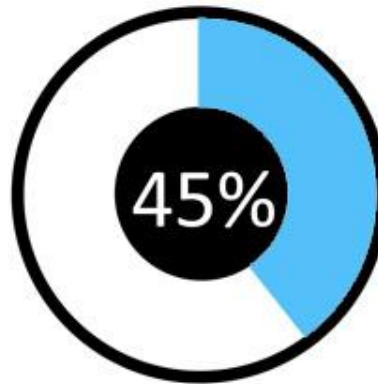


# Case Study

## Latest Print Ad Campaign



12 times  
engagement



Impressions turned into  
clicks to advertiser's  
website



Average time  
on video

# Thank You

Sayat-Nova, 33 str., Yerevan, Armenia

Mob.+374 77 160160, Tel. +374 11 966060

[E-mail.dina.avetisian@media-unit.am](mailto:dina.avetisian@media-unit.am), [michael.vayejian@media-unit.am](mailto:michael.vayejian@media-unit.am), [info@media-unit.am](mailto:info@media-unit.am),  
[info@media-unit.am](mailto:info@media-unit.am)