

Augmented Reality Coupons Now Available to Shoppers on Valpak® App

Written by Australian Business



Valpak offers Augmented Reality feature to its app to provide interactive experience for shoppers looking for nearby coupons.

LARGO, Fla., Oct. 16, 2013 /PRNewswire/ -- Valpak, a leader in local print and digital coupons, will now feature Augmented Reality coupons on the Valpak app, making finding coupons for restaurants and services easier than ever.

Augmented Reality – or AR – uses innovative technology to combine the real world and the virtual, making the consumer experience interactive and in 3D. In August, Valpak introduced the AR feature exclusively on The Blue Envelope®, which directed consumers to the Valpak app where coupons and offers would "pop up" and allow them to interact with businesses on a real-time basis. Only those who received the envelope had access to launching the Augmented Reality coupons.

Now, consumers can download the Valpak app onto their smartphone and tap the AR icon for the feature to launch. They then hold their phone to the horizon and can see nearby businesses offering a Valpak coupon. The AR feature is available on the [Valpak mobile and tablet apps](#), which is

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available on iOS® and Android® platforms.

"Using AR is a fun and new way to receive and use coupons – and a surprisingly easy way to find businesses around you," said Michael Vivio, President of Cox Target Media, provider of Savings.com, Valpak, Valpak.com, [Favado](#) and Valpak apps. "It's also great for businesses because it offers advertisers further reach and gives them the added bonus of attracting nearby customers at the same time they're ready to make a purchase."

To see how the Valpak AR coupons work, please view this [video](#) .

The original Valpak app and the AR feature were both developed by [WillowTree® Apps](#) . In addition to the new feature on its app, Valpak has past experience using AR, first partnering with [naio](#) [ju](#) in spring of 2010.

About Valpak® Valpak, one of the leading direct marketing companies in North America, is owned and operated by Cox Target Media. With nearly 170 franchises across the United States and Canada, the signature Blue Envelope® delivers coupons and savings to nearly 40 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 500 million envelopes. Valpak also offers digital solutions online through <http://www.Valpak.com> and <http://www.valpak.ca>, sites offering free coupons, e-commerce and coupon codes. Additionally, the Valpak coupon mobile coupon app for smartphone platforms delivers easy to find savings for consumers. For more information about advertising with Valpak, please contact 1-800-676-6878.

About Cox Media Group Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of CoxReps. Additionally, CMG owns Cox Target Media, which operates Valpak, one of North America's

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leading direct marketing companies, and Savings.com, a leading online source for savings. The company's operations currently include 14 broadcast television stations and one local cable channel, 57 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG currently operates in more than 20 media markets and reaches approximately 52 million Americans weekly, including more than 30 million TV viewers, more than 4 million print and online newspaper readers, and 14 million radio listeners. For more information about Cox Media Group, please check us out online at www.coxmediagroup.com

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Video with caption: "Valpak offers Augmented Reality feature to its app to provide interactive experience for shoppers looking for nearby coupons." Video available at: <http://www.youtube.com/watch?v=ISFpnJpNHkk>

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