

Technology In Our Lives

New Digital Hologram Technology Creates A “Living” Sasquatch

(NAPSA)—It sounds like science fiction but it’s a fact: A new technology called “augmented reality” lets you interact with hologram-like images.

In fact, one company is using the technology to bring Sasquatch—the world’s most elusive creature—to “life.”

A first-of-its-kind experience, Living Sasquatch lets you engage with a 3D Sasquatch. It’s easy to use. All you need to make Sasquatch appear on your computer screen is a special Footprint image and a webcam. From there, you can direct his performance—from jumping to stomping and even dancing—and even add text to your video.

While augmented reality is gaining traction in industries like car manufacturing and mobile phones, Living Sasquatch takes augmented reality to the next level by allowing you to record and share your interactions with Sasquatch online and via popular social networking sites including Facebook, MySpace and Twitter, among others.

“Living Sasquatch continues to push the social media envelope by coupling user-generated content and social networking to create a unique experience that allows fans to add their personal touch to their Sasquatch interactions by creating signature films,” said Jeff LeFever of Jack Link’s Beef Jerky, the No.1 brand of beef jerky and fastest-growing meat snack producer worldwide, which features Sasquatch as its icon. “Sasquatch has



Use this footprint to animate the elusive Sasquatch at [Living Sasquatch.com](http://LivingSasquatch.com).

been widely successful online—he’s on MySpace and YouTube, hosts auctions on eBay, designs t-shirts on Threadless and shares photos on Flickr. We wanted to give the online community more ownership by creating new ways for them to interact or mess with Sasquatch and the brand that he embodies.”

You can learn more at www.LivingSasquatch.com.

Here’s how to bring Sasquatch to life using augmented reality:

1. Go to www.LivingSasquatch.com, download and print Footprint image.
2. Position webcam on Footprint and watch Sasquatch come to life.
3. Add selected Sasquatch animations to timeline.
4. Record interactions using a webcam.
5. Share movie creations with friends.

