



# New Ideas

## Microwavable Ads

The message appears when heated



# New Ideas

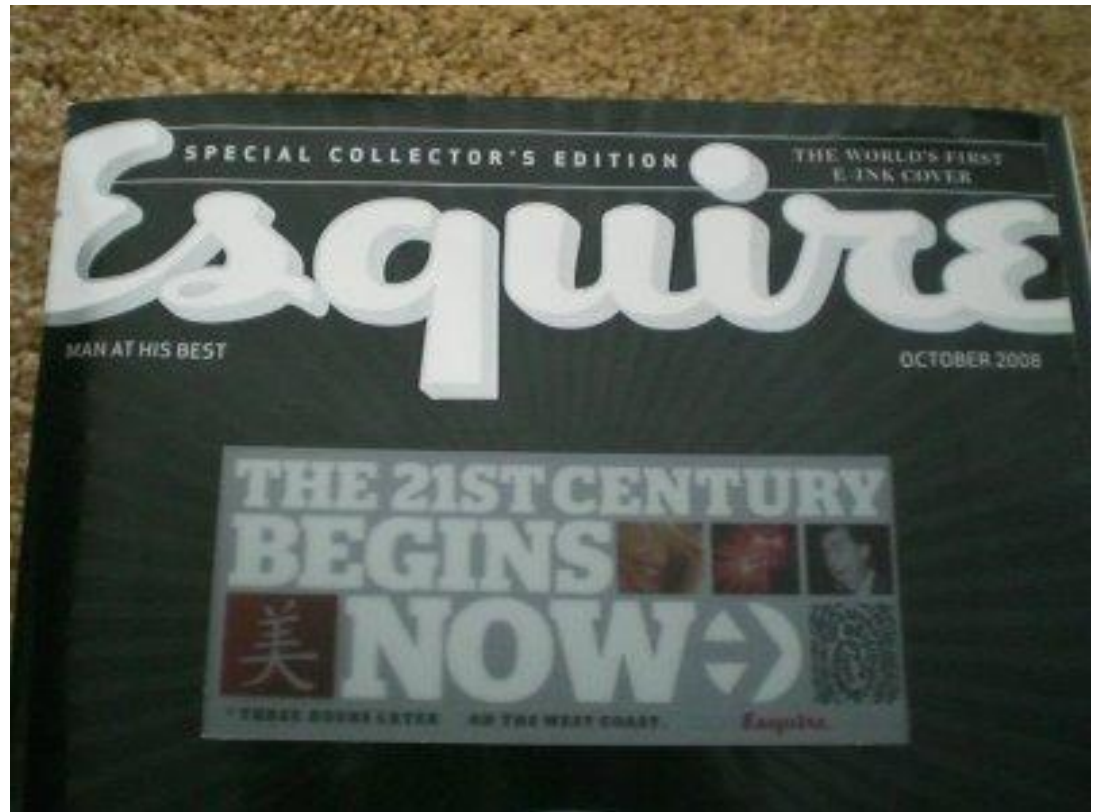
## Lickable Ads Peel & Lick



# New Ideas

eInk

Messages flash, scroll, change



# New Ideas

**Light Sensitive Inks**  
Ink changes colour in sunlight



# New Ideas

## Flavoured Paper

Paper can be flavoured to match various food profiles



# New Ideas

## Dry Tattoos

A paper release sheet that transfers the image to the skin or other surfaces when rubbed on



# New Ideas

## Banana Leaf Ad

An ad insert screen-printed on a banana leaf to support a return to nature and the green benefits of the SUV



# New Ideas

## Interactive Video Player

Paper-thin, small screen capable of loading a short video



# New Ideas

## Personalized Pages

Subscribers sent their picture to *Wired* to create a personalized cover



# New Ideas

## Breathing Page

A living (sort of) breathing page celebrating the release of the Star Wars Trilogy DVD



# New Ideas

## 3-D

The image appears v3-D when you look at the page from different angles



# New Ideas

**LED Flashing Page**  
The iconic red eyes blink



# New Ideas

## Reflective Foil Mirror

The reader can see themselves in the tin-foil mirror



# New Ideas

## Scratch-off Page

Reader will power is put to the test as they are challenged to resist revealing answers to statements



# New Ideas

## Special Inks

Special layered inks on special acid-free paper reveal a new word every 100 years to reveal a special 10-word story



# New Ideas

## Augmented Reality

Hold a special scan code in front of a webcam to trigger action



*(Click on image to hyperlink)*