

**ROLF C. HAGEN (UK) LTD. PRESS RELEASE**  
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*Exo Terra leading the way with new digital technology*

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**Enhanced brochure to bring customers closer to Exo Terra products**

Exo Terra is using augmented reality in its new brochures to give consumers the ability to access products more conveniently without leaving the comfort of their armchair.

The new technology has been provided by Layar which utilises an app that can be downloaded onto Apple iPhones and Google Android phones. Scanning the pages of the brochure with the app recognises specific images, symbols and objects which then takes the consumer to the specific product on the Exo Terra website.



Consumers browsing with the app will be able to gain a greater understanding of the product and find out more information in a fast and convenient manner without the need for unnecessary searching online.

Layer is available as a free download from Apple and Android app stores.

Download the catalogue: [www.exo-terra.com](http://www.exo-terra.com) (click 'explore' then 'catalogues')

**For more information contact Rolf C. Hagen (UK) Ltd on 01977 556622 or visit our website at [www.exo-terra.com](http://www.exo-terra.com)**