

Augmented Reality **ESQUIRE** ISSUE

THE FIRST EVER

WWW.ESQUIRE.COM/AR

DECEMBER 2009

MAN AT HIS BEST

ROBERT DOWNEY JR.

PRESENTS

THE BEST & BRIGHTEST

Radicals & Rebels Who Are Changing the World

PLUS:

3

FUNNY JOKES FROM A BEAUTIFUL WOMAN

BROUGHT TO YOU IN LIVING



WHAT THE HECK IS THIS THING?

SEE PG. 21 AND GOTO ESQUIRE.COM/AR

WTF?!

A LIVING, BREATHING, MOVING, TALKING MAGAZINE?

FOR INSTRUCTIONS ON HOW TO USE THAT THING DOWNEY'S SITTING ON, SEE PG. 21 AND VISIT ESQUIRE.COM/AR

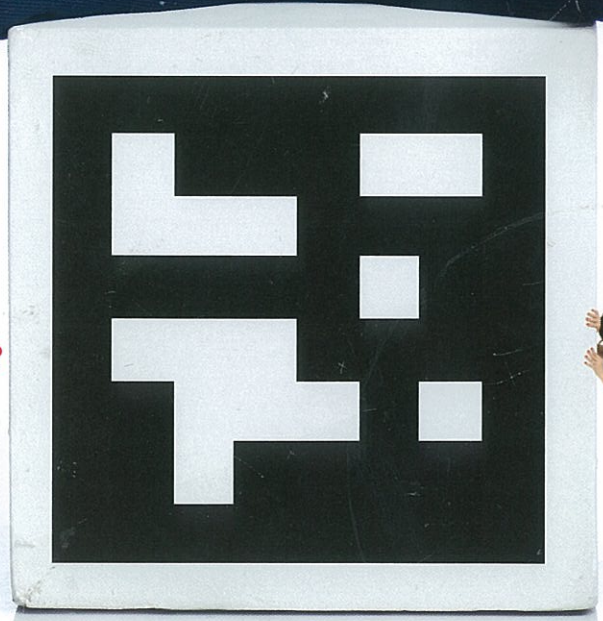
FASHION PRESENTED IN FULL



OUR GIFT GUIDE, PG. 75

THROW A GREAT PARTY, PG. 67

PLUS: A VERY SPECIAL ELF



*Wow, That's Fantastic!



AUGMENTED REALITY, HOW IT WORKS

Here's how to make Robert Downey Jr. pop to life on our cover and make other things in this issue start talking and moving. That box Mr. Downey is sitting on is also a coded marker. You'll find them on other pages in this issue, too. We'll explain more below, but here's all you need to do to get started:



1.

Make sure your computer is equipped with a working webcam.

2.

Head over to esquire.com/AR and download the software. The download should take only about five minutes.

3.

Once the download is complete, double click on the file. (PC users will have a file ending in .zip, Mac users will see a .dmg file.)

4.

Double click on the new file that appears on your desktop.

5.

Hold the marker on the cover of the magazine in front of your webcam and follow the prompts.



You'll see something pretty amazing unfold on the screen of your computer. But Robert Downey Jr. will tell you more, including how you can control what you're seeing and what he's doing.

There are four other augmented-reality markers located in this issue (plus another one on an advertisement), and all of them trigger experiences you've never had in a magazine before. Technically, "augmented reality" refers to a technology that layers various kinds of data—pictures, sounds, words, drawings—over live video. With our special software running on your computer, you'll be able to hold each page bearing an AR marker up to your webcam and see the additional digital content added in real time to the video on your screen.

The effects you see were created by two very sophisticated digital-technology companies: the Barbarian

Group, an advanced digital-services and design firm that is helping to pioneer the use of augmented reality, and Psyop, an award-winning animation studio (and one of our 2009 Best and Brightest honorees, page 146) that created original 3-D animations for the issue's AR sections.

Integrating that technology into a magazine has never been done so extensively before. "We wanted to know, what can we do with the magazine and the computer that's really magical, where the two things come together and it's greater than both of those parts?" explains Benjamin Palmer of the Barbarian Group. "What we're trying to do is create something that isn't just about showing off the technology, but actually adds value to the story."

Go to esquire.com/AR to get started.