

# WATCH

# THIS IMAGE COME TO LIFE.



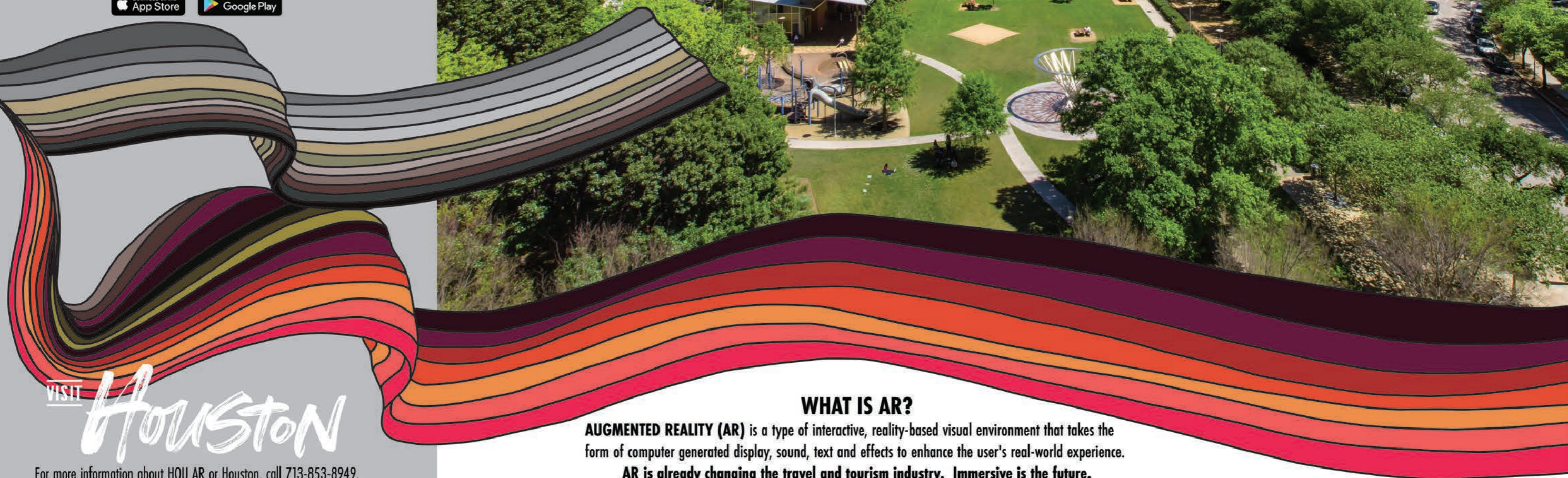
1. Download the HOU AR app



2. Fill your screen with the picture



3. Watch this image come to life



VISIT **HOUSTON**

For more information about HOU AR or Houston, call 713-853-8949.

## WHAT IS AR?

**AUGMENTED REALITY (AR)** is a type of interactive, reality-based visual environment that takes the form of computer generated display, sound, text and effects to enhance the user's real-world experience.

**AR is already changing the travel and tourism industry. Immersive is the future.**