

# Example Newspaper Depiction

## This article has no marker

Normally such content can not be recognized. To prove the functionality, certain title pages of newspapers are recognizable without a marker.

You can find a list of connected companies on our website: [www.2588.ch/connected-companies.html](http://www.2588.ch/connected-companies.html)

This page will be updated periodically after a new newspaper has agreed to test 2588. The test phase without a marker offers some benefits to all participants. The newspapers have no added workload, 2588 can demonstrate its capabilities, you get more available content sooner.

You can scan / recognize such articles by pointing your camera at the beginning of the article (as indicated by the grey rectangle). Don't worry too much about the right position. The only thing of importance is that you don't show the camera two articles at the same time. The image recognition will get confused about your intention - and do absolutely nothing.

You will help us tremendously by using 2588 on newspapers testing us. Your use shows your interest. Your interest is a great incentive to put markers on more articles. Recognition on the title page is a shortcut to more articles of the newspaper. It becomes really interesting when the newspapers choose where to put the markers. They know what topics might get an update. They can indicate these potential updates to you by using the marker. You can intuitively access their newly created content by scanning the marker.



## A compassionate society

■ hrb. Being social is in our nature. We also tend to fear the unknown. Information helps us overcome this fear by learning about and understanding new points of view. With diversity comes complexity. The amount of available information and its production cadence is monumental. We can discover new content each time we check for news. Keeping an eye on all the topics of interest is time consuming. 2588 supports you by linking print to online. You can start looking for more information where the creator of the print product had to stop because of the print deadline. The creator most probably provides and links more information online.

## What is a marker?

This ■ is a marker. It is a full block in Unicode and can be found as character 2588. It is used to signalize readiness for input. Since your captured image is an input, the use of full block as its symbol appears befitting. You can scan all markers in this example. Each one will relay you to a different page on our website. The web content is opened in your own browser. In reality, each marker would show you whatever page the creator of your scanned content wishes.

## Scan the marker, get more info

■ More information usually increases our confidence in our judgement. More information also allows for different and updated points of view. With changing situations come changing assessments and changing needs.

If we only occasionally consult newspapers, we might very easily be overwhelmed by the depth and width of the provided information. Researching context is rarely satisfying. We quickly get a feeling of inferiority as we grow ever more aware of our missed information. This effect is not intended. 2588 is meant to show that it is ok to miss stuff. Most people have to read up when they develop their interest in a topic. Why else would we exist?

In the end we get an idea of what we want.

