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## INTRODUCING MOHAWK LIVE: BRINGING PRINT TO LIFE

*New mobile app utilizes augmented reality technology to enliven print projects*

[Cohoes, NY – June 24, 2013] [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, announces the launch of *Mohawk Live*, a new mobile app powered by [HP Aurasma](#) augmented reality technology. The app, designed to generate interactive experiences with print, was developed for use on Android and Apple iOS mobile devices. It is available for free download in the [App Store](#) and [Google Play](#).

*Mohawk Live* incorporates the latest in [augmented reality technology](#). The app was specifically designed to enhance materials printed on Mohawk fine paper, connecting the high-touch medium of paper with the high-tech experience of augmented reality. The app provides seamless integration of print with dynamic, interactive content, transforming a one-dimensional image to a multidimensional experience featuring 3-D images, videos, photos, infographics and animations.

"As a paper manufacturer, Mohawk is in the business of connecting. We strongly believe that print and technology can enhance each other. *Mohawk Live* is a natural progression for our business because it provides a unique, multimedia experience that drives consumer interest in materials printed on Mohawk paper, while also generating measurable results for our customers," says Bart Robinson, Vice President, Marketing, Mohawk.

*Mohawk Live* is easy to download and use following these steps:

- 1.) Download the free app from [App Store](#) or [Google Play](#).
- 2.) Point and hover your mobile device 4-6 inches above an image with a *Mohawk Live* icon.
- 3.) Wait for the enhanced content to load. WiFi connections are recommended for faster load times and enhanced quality.
- 4.) The app will launch enhanced content, seemingly bringing the printed piece to life.

Unlike QR codes, which are also used to enhance content, *Mohawk Live* does not require the use of a barcode which could interrupt the visual flow of design and product packaging.

The introduction of *Mohawk Live* supports Mohawk's "What Will You Make Today" campaign, celebrating the heritage of Mohawk paper, the culture of fine craftsmanship, and the intersection of tradition and technology in modern design and printing.

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The first printed piece designed to utilize *Mohawk Live* is a [limited edition journal](#) developed with Massimo Vignelli, and constructed with Mohawk paper. The introductory page of the journal features a quote from Vignelli, enabled with augmented reality technology to connect readers with an animated video featuring Vignelli describing his grid-centric design techniques.

The *Mohawk Live* app will be utilized across a number of Mohawk products, publications and platforms to deliver enhanced and exclusive content to consumers.

#### ABOUT MOHAWK

Mohawk is North America's largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. With a culture of innovation, Mohawk's business model now extends beyond paper manufacturing into new areas of growth, including digital substrates and web-based software platforms, which connect designers and printers to new markets.

As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk's portfolio of recycled papers is certified by Green Seal and the Forest Stewardship Council (FSC).

Mohawk is a fourth-generation, family-owned and operated business based in Cohoes, New York, with global sales and operations located throughout North America, Europe and Asia. For more information, please visit [www.mohawkconnects.com](http://www.mohawkconnects.com).

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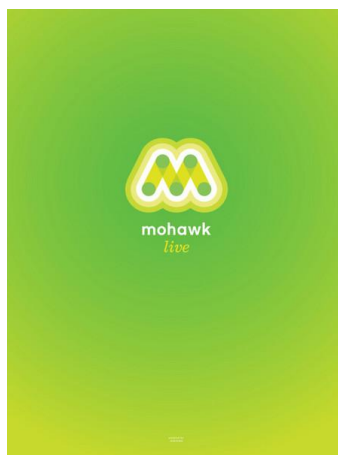
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Announcing the launch of *Mohawk Live*, a new mobile app developed by Mohawk that brings print to life utilizing HP Aurasma augmented reality technology.

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