

## New Article in Visibility Magazine Discusses the Potential Effect of Augmented Reality on Mobile Marketing

### Image Gallery



The magazine for online marketing strategies

***The magazine for online marketing strategies, Visibility Magazine, has published an article on the smart phone application feature referred to as augmented reality. These features combine the GPS location of the phone, the image from the camera, with information about that location via the mobile web.***

**Online PR News – 16-March-2010** Plymouth, IN – Visibility Magazine, the magazine for [online marketing strategies](#), has published a cover article on the future of augmented reality in mobile marketing. This article discusses the new features available currently, the possibilities that exist, and what this means to a business and their current internet marketing campaign.

Xander Becket, of WebpageFX, theorizes what this could mean for consumers when he writes, “Deciding between two neighboring restaurants? Point your phone at each one and read the reviews superimposed on the front of the buildings. Once inside, point at the kitchen and read what other customers ordered and how it tasted.” The informational opportunities are unlimited for consumers, and the marketing opportunity for businesses is also.

Julie Lynn, the editor of Visibility Magazine, commented, “Augmented reality is an exciting field of opportunity on which only the surface has been scratched as to the true potential. Recognizing this as a growing trend for the mobile web market, we felt it was important to bring visibility to this exciting new field.”

Visibility Magazine, an internet [marketing magazine](#), began in 2007. The magazine is the number one resource available online and in print with assisting businesses in gaining [visibility marketing](#) online. The site provides internet marketing news, articles, buyers guide, and more. The over 30,000 subscribers to Visibility Magazine agree that with content from industry leading contributors like Razorfish, Bruce Clay, Facebook, and Compete.com, the magazine is the best resource in the industry.

To read the article about augmented reality visit:

<http://www.visibilitymagazine.com/webpagefx/xander-becket/augmented-reality-and-the-future-of-internet-marketing>

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## **Media Information**

Julie Lynn

info@visibilitymagazine.com

<http://www.visibilitymagazine.com>

101 N Michigan St

Plymouth

IN

46563

United States