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New Titus HVAC Augmented Reality App Unlocks Hidden Content

App Augments Printed Documentation with Video, Animation and Drawings for Enhanced Learning

DALLAS – January 28-30, 2013; AHR EXPO (Booth #1833) – The HVAC and air distribution industry is getting a boost from a new [augmented reality \(AR\) app](#) from Titus HVAC, the leader in air management. The new Titus AR app allows smartphones or tablets to recognize images in Titus HVAC literature and printed documents and augments it with hidden content like video, animation, GPS and drawings. The app is free and provides consulting engineers with additional explanations by making content easier to understand by seeing it in action using multimedia channels.

The company has incorporated Titus AR logos in print catalogs, equipment, advertisements and business cards. As an example, Titus literature is augmented to add video of how to use tables and explain engineering content and print catalogs show smoke videos of specific diffusers. Customers simply download the Titus AR app and use the app to scan the literature to unlock the hidden content.

To download the Titus AR application, visit iTunes or the Google Play Store, and look for Titus literature with the Titus AR logo. Or, for more information about Titus HVAC, visit www.titus-hvac.com.

About Titus HVAC

As the world leader in advancing the science of air distribution and air management training, Titus HVAC works to make life better by improving the health, efficiency, sustainability, comfort and aesthetics in commercial building environments. Founded in 1946, Titus HVAC provides a breadth and depth of air management products and design tools that includes displacement ventilation, chilled beam, underfloor, grilles, diffusers, terminal units, fan coils and advanced training. For more information, visit www.titus-hvac.com, www.titus-energysolutions.com or call 972-212-4800.

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