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js,fjs=d.getElementsByTagName(s)[0];if(!d.getElementById(id)){js=d.createElement(s);js.id=id;js.src="//platform.twitter.com/widgets.js";fjs.parentNode.insertBefore(js,fjs);}}(document,"script","twitter-wjs"); Marvel AR is powered by Aurasma, a San Francisco-based company that's been making augmented reality apps for several years. David Stone, director of client services at Aurasma, says readers can expect about eight AR "experiences" per comic. What immediately comes to mind for me is that this is an application that could be used rather effectively for presenting continuity plots to new readers. Meaning that you no longer would have to jump on at the start of a series arc, to get a quick synopsis of the back issue content and history of the character and series, all you'd need to do is hold your tablet or smart phone up and maybe EIC Alonso pops up and fills you in on all the things you need to know. At the very least, this is a rather intriguing development from the House of Ideas and with the latest report

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