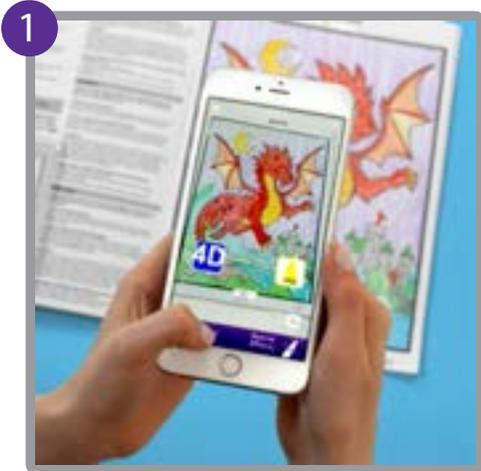




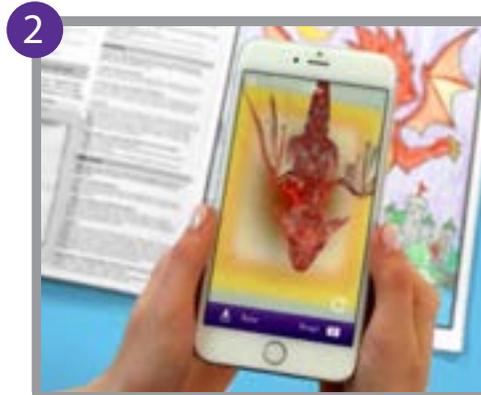
How to Bring a Page to Life

Follow instructions in the Color Alive app to enter Play Mode.
(The view from the device camera will be on screen)

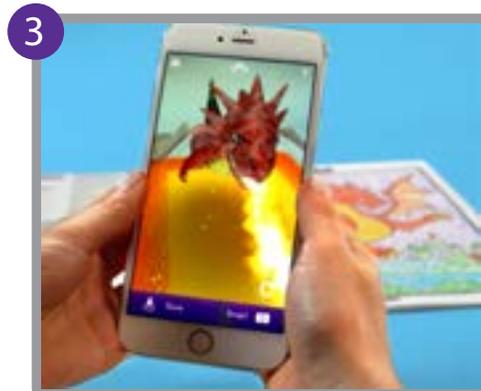


For best results, hold your device parallel to the coloring page. Make sure you can see the whole page in your view screen. In a few moments, the app will recognize the page. You will see a "4D" button floating above the page and another at the bottom of the screen.

If you don't see the 4D buttons, move your device closer or further away from the page and let the camera re-focus each time. Or try moving to a well-lit area to help the camera see the details on the page. If the 4D buttons still do not appear, check to make sure your internet connection is working.



Tap either "4D" button. A blue bar will appear at the top of the screen as the character comes to life. (The first time you scan each page, data downloads to your device and may take longer depending on your internet connection speed.)



Once the page comes alive, you can move away from the page and view your device to see the character from any angle. Tap the character to animate it or pinch/zoom to resize it. Tap and drag to move it around, even off of the coloring page. Quick movements may cause the character to disappear. If this happens, bring the page into your view screen and tap the 4D button again.



How to Unlock the Special Effect Color

Follow instructions in the Color Alive app to enter Play Mode.
(The view from the device camera will be on screen)

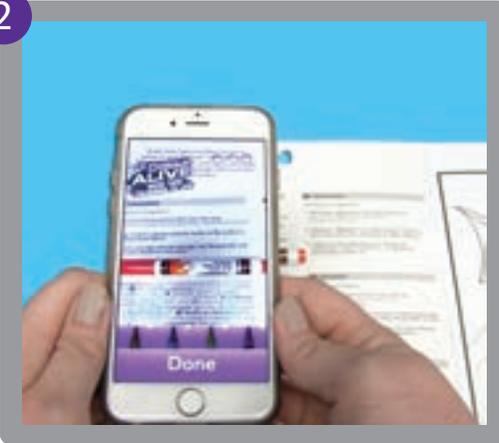
1



With the Special Effects Colors, you can unlock additional ways to bring your coloring to life virtually. The Special Effects Colors are not required to bring a page to life

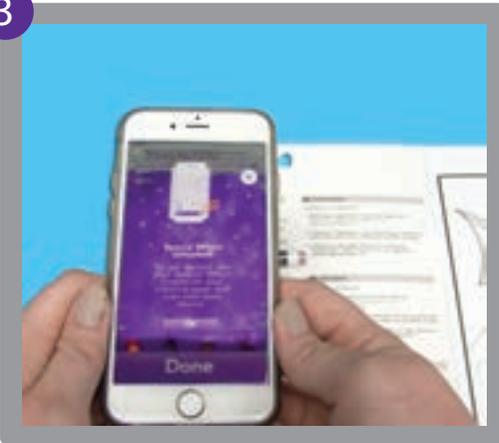
Unlock a special effect color at any time in Play Mode (when you are seeing the view from the camera). Lay your special effect marker on a flat surface with all 3 color names facing up.

2



Bring your device close to the marker so that it fills most of the screen. If the image seems blurry, you may be too close. Try moving your device away slowly to allow the camera to re-focus.

3



As soon as the app recognizes the color names, a message appears telling you that the effect has been unlocked.

If this does not happen in a few seconds, rotate the marker slowly to make sure all 3 names are in the view screen. Or, try moving to a well-lit area to help the camera see the details. If the message still does not pop up, check to make sure your internet connection is working.