

FOR IMMEDIATE RELEASE

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**WITH AUGMENTED REALITY,  
ANOMALY: THE RUBICON TRANSPORTS STORYTELLING INTO THE FUTURE**

ANOMALY: THE RUBICON is an epic sci-fi adventure set in a universe of boundless frontiers and futuristic technology. So it is fitting that the graphic novel itself actually expands the limits of storytelling technology with its unique Augmented Reality (AR) function. This function allows readers to interact with the book in an exciting and personal way – unlocking extra scenes, 3D animation, character backgrounds and much more. It even allows for new story content to be added after publication, so the ANOMALY adventure continues after you take it home.

According to artist/co-creator Brian Haberlin, “You don’t need the app to enjoy the book, but you get a ton of extras and fun if you do. Best part is that we update the app every couple of months so the Anomaly universe still expands even after purchase. No other book out there can do that!”

Augmented Reality is different than Virtual Reality. VR is immersive, completely replacing the real world with a computer generated space for the user to interact with. AR, on the other hand, adds or augments the real world, introducing new elements and images to an existing setting. (The recent Pokémon Go craze is a popular example of Augmented Reality)

In the case of ANOMALY: THE RUBICON, a free downloadable AR app turns the reader’s smart phone or tablet into a lens to look through and discover otherwise hidden elements of the story. Turn the pages of the book and watch two-dimensional characters and images literally rise from the pages and become interactive 3D models. Static printed pages suddenly explode with animation. Access bonus scenes that add further depth and context to an already epic story. Explore the rich and meticulously curated ANOMALY universe with a massive story encyclopedia. Character backgrounds, alien races,

starship classes, societal structure, planetary geographies, and more are all cataloged and comprehensively detailed.

Words can't properly convey the ANOMALY AR experience. The best way to get a sense of it is to experience it yourself. Go to [experienceanomaly.com](http://experienceanomaly.com) to see the AR function in action and download the app for free.

ANOMALY: THE RUBICON will be in comic book stores September 27, 2017 and in traditional and online bookstores November 15, 2017.