**Digi-activity book ‘On the backseat’ from Publishing House Snor**

‘No, we are not there yet. ‘Stop making those annoying sounds!’ ‘Guys, daddy cannot concentrate like this!’ Being on vacation is great, but getting there is often a straightway disaster. To stop the wining in the backseat, publishing house Snor came up with an oldfashioned and at the same time supermodern holiday-activity book for children ‘On the backseat’. This unique book combines an fun activitity book with modern smartphone-games.

‘On the backseat’ is a paper holiday activity book including car bingo and funny quizzes. Five Augmented Reality (AR) games come with the book. Augmented Reality is a technique in which computer images are added to reality. If you watch a certain page in the book through the camera of your smartphone, cool games will appear. For example, a game in which you have to make a car jump through a burning hoop, one in which you have to tap monkeys out of the Eiffel Tower and one in which you have to put out little fires in castles. These offline games are good for hours of playing, without mom and dad having to pay big money. Downside: you have to part from your smartphone for a while.

With the books also comes an free puke app. Nicely designed app for Iphone – with which you can produce terrible puking with just one button. The reaction from the parents ‘Quit that right now!’ helps then to win the backseat-bingo in the book.

Title: On the backseat

Auteur: Gerard Janssen

Vormgeving: Maartje Kuiper

ISBN: 9789079961146

Pages: 32

Size: 242 x 315 mm

Price: € 12,95