



**EMBEDDED
AUGMENTED REALITY
(AR) VIDEO**

AR Video Information



EMBEDDED AR VIDEOS

AR videos are embedded into the printed books. This technology increases engagement and allows cross-platform synergies, bringing your message to life.

This is not a mandatory feature. Videos can be updated at any time, even once the book has been printed.

We can accommodate up to 2 AR videos per page, depending on the number of images and layout.

Short format video content works best: 2- 3 minutes.

- **Dimensions:** 1920 x 1080 pixels
- **Text:** As little text or under scripts as possible. Augmented Reality Videos are, by nature, most likely viewed on mobile devices and very rarely in full screen.
- Video content can be provided as an mp4 file or a link to YouTube, Vimeo etc.

Watch the video below to see how it works!

Check out the AR video in action - [click here!](#)



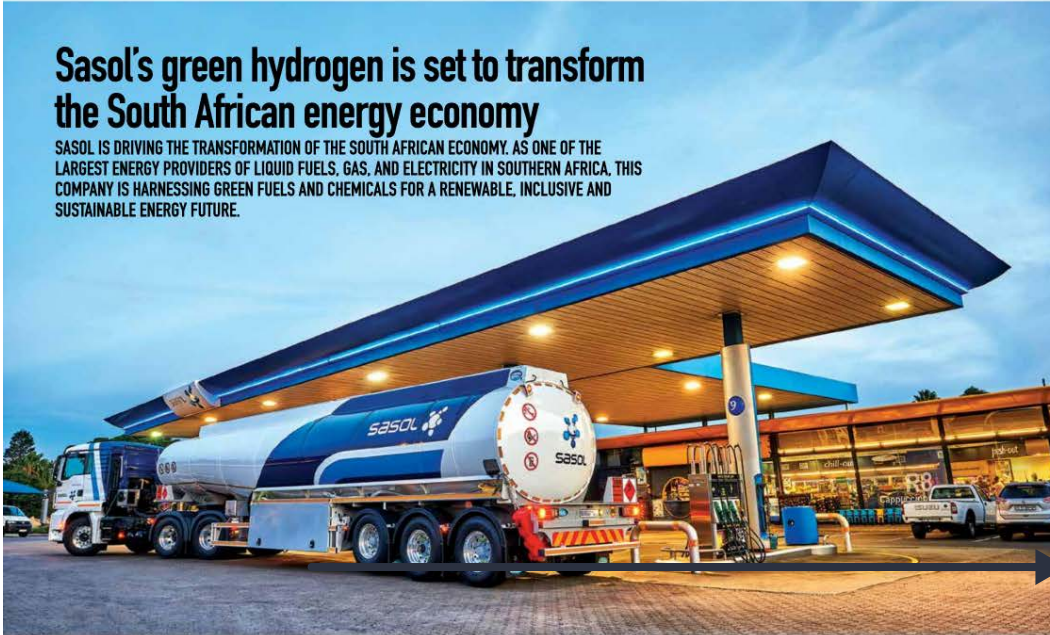
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INNOVATE SOUTH AFRICA

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Sasol's green hydrogen is set to transform the South African energy economy

SASOL IS DRIVING THE TRANSFORMATION OF THE SOUTH AFRICAN ECONOMY. AS ONE OF THE LARGEST ENERGY PROVIDERS OF LIQUID FUELS, GAS, AND ELECTRICITY IN SOUTHERN AFRICA, THIS COMPANY IS HARNESSING GREEN FUELS AND CHEMICALS FOR A RENEWABLE, INCLUSIVE AND SUSTAINABLE ENERGY FUTURE.



President for Energy at Sasol. "We have the capabilities, skillset, technology and solutions to co-create the South African hydrogen economy."

South Africa's transition to a low-carbon future requires bold innovation and investment in transformative technologies. A green hydrogen sector holds promise for growth and development in the country's primarily coal-based economy and will contribute to South Africa's international climate change commitments.

Sasol can support customers to make the energy transition by supplying both old and new energy products competitively. The company believes green hydrogen provides a credible decarbonisation solution and can support a just energy transition.

This decarbonisation strategy focuses on three key areas. These are, reducing emissions from operations by improving efficiencies; transforming feedstocks to less carbon-intensive feedstock, such as gas; and shifting the organisation's portfolio to using sustainable feedstocks, such as renewable energy, green hydrogen, and sustainable carbon, to produce more environmentally-friendly products.

Transforming South Africa's energy landscape with green hydrogen

Sasol's deep engineering and technical expertise, and globally pioneering production methods of green fuels and chemicals, place this company in the lead in the race to tackle climate change in the Southern African region. Green hydrogen will transform South Africa's energy landscape.

Sasol's proprietary Fischer-Tropsch (FT) technology, in particular, will play a meaningful role in establishing a low carbon future. This enterprise is the world leader in FT technology with demonstrated innovation and operational experience. Its unique FT technologies can be used to convert CO2 and green hydrogen into many sustainable chemicals and fuel products. It also boasts the world's largest capacity in FT technology, underpinned by a strong portfolio of FT-related patents.

Sasol ecoFT was launched as an exciting new business to leverage the company's 70-year-long expertise in FT technology to produce low carbon sustainable fuels and chemicals globally. While its technology will serve a range of sustainable product markets, sustainable aviation fuel (SAF) is the application

sasol



The Paris Agreement, an international treaty created by the 2015 United Nations Climate Change Conference (COP26), tasks the global community to support emission reduction roadmaps. As a globally recognized and respected brand, Sasol has placed this call for greater ambition at the heart of its strategy to lead South Africa to a greener future.

In support of the South African government and its climate change goals, this energy champion has developed a clear pathway for reducing greenhouse gas (GHG) emissions by 30% by 2030. "Sasol has committed to be net-zero by 2050, and we see green hydrogen as core to enabling this goal," said Priscillah Mabelane, Executive Vice



The presence of a 'play button icon' indicates that a video is linked to this feature. Once the Global Village app has been downloaded, you just scan the feature and the video will play automatically.

