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user's senses are stimulated with computer-generated sensations and feedbacks that generate an 'interaction.' Augmented reality, on the other hand, generates an interaction between the real environment and virtual objects. For example, a virtual reality system would be a helmet-mounted display that simulates navigation inside the human body and permits the user to explore the body on the basis of virtual 3D reconstruction. Using a similar example, an augmented reality system would permit the user to directly observe a human body and to see virtual objects on it, or through it, as the anatomy of the body is superimposed.

Augmented reality technology in publications superimposes virtual objects in real-world displays that help publications, including books, journals, and conference papers, to engage users in an immersive pattern. This technology offers new possibilities for creating links between the physical and digital worlds.

The International Journal of Esthetic Dentistry (IJED) wants to make this new experience of step-by-step look and feel possible by developing a designated app that allows readers to acquire additional information such as videos, 3D models, and interactive content, enhancing the overall reader experience. This new app should be available in 2021.

If you are planning to submit your work to the IJED, feel free to also send us some

**The marvelous  
Romanesco broccoli  
has been cultivated  
in Italy for centuries.**

This chartreuse-colored cultivar of *Brassica oleracea* (wild cabbage) is one of few plants with an inflorescence of self-similar structure – the morphology of the whole bud almost exactly resembles its parts at different scales. The closely related cauliflower is another example of self-similarity in the natural world, as are fern leaves, the ramification of trees, the arterial network, and even coastlines. Romanesco, however, with its strikingly fractal organization along a Fibonacci spiral, is undoubtedly the most impressive and esthetic representative.

## EDITORIAL

# Augmented reality for publishing

Augmented reality refers to “a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view.” However, augmented reality is commonly confused with virtual reality, since they have many aspects in common, even though their outcomes are completely different. Virtual reality, as the name suggests, is a virtual immersive environment where the



Cover photograph:  
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short videos or other interactive content to create the best reading and learning experience for our readers.

Guidelines for submitting your video material:

- Videos must have a professional background.
- They must relate to the subject matter in the article.
- They must offer added value or extra information to the content of the article (eg, the video shows something that is difficult to explain in an image).

Technical specifications for video material:

- Video format: MP4
- Video codec: H.264
- Video resolution: Ideally, full HD (1920 × 1080 pixels)
- Maximum length: 2:30 minutes
- A preview image in original size for printing.

All videos will go through a review process.

Enjoy reading!

Sincerely yours

## What would a journal be without its readers?

Join our Facebook group at <https://www.facebook.com/groups/ijedentistry/>. We look forward to linking up with you in a private group where you will find additional content and active discussions on the progress and state of the art in the practice of esthetic dentistry.

We would like to thank Dr. Tatyana Rozhdestvenskaya for providing the filler images for this issue. She is a practicing dentist from Russia and began painting four years ago to understand the structure of teeth. She has also done some custom work for dental clinics.

Check out her work on <https://www.instagram.com/dr.rozhdestvenskaya/>