

(Quick Response)  
Putting QR Codes to Work



Steven England

Mobile Consultant / Director of Business Development  
New Media Marketing



# Who is PODi? Who is Caslon?



## **PODi Mission:**

**Help members build & grow successful businesses using digital print**

- Printing and Marketing service providers, direct mailers & agencies
- Enterprise companies
- Consultants and educational organizations
- Hardware and software solution providers
- Regional industry vendors

## **Caslon, a PODi Affiliate**

- Caslon creates cutting edge information and resources for Service Providers and Marketers
- Manages and builds our community under license from PODi
- Develops Case Studies, S3 sales tools, *Find a Service Provider*, and hosts DEX User Forums and our annual AppForum.

# What can PODi do for YOUR digital business?



- **Get more leads & promote your company**
  - Connect to customers with *Find a Service Provider*
  - Self-Promo-in-a-Box lead generation campaign
  - Boost your reputation with a Best Practices Award, case study or PODi logo
- **Increase high-margin business & sell successfully**
  - Energize sales with Digital Print Case Studies
  - Close more sales with proven S3 Council sales tools & NEW training modules
  - Learn at free monthly webinars. Plan new strategies with industry reports
  - NEW Caslon's DEX S3 Forum
- **Boost your POD efficiency**
  - NEW Production Central: one-stop resource center for technology support
  - NEW Caslon's DEX Tech Forums: HP/Indigo, Kodak, Xerox
  - NEW Technology Webinars
  - PPML & CheckPPML\_Pro
- **Save money on expert advice, events & products**
  - NEW PODi Perks (coming soon)
  - Discounts on annual AppForum conference

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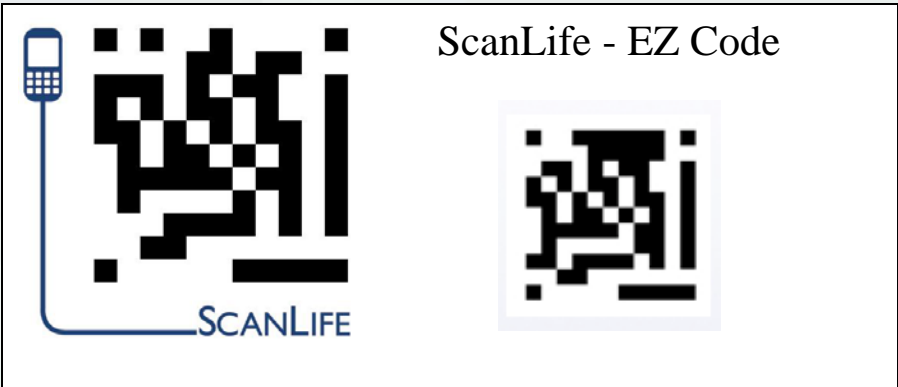


# QR Codes: Putting Them To Work for You and Your Customers

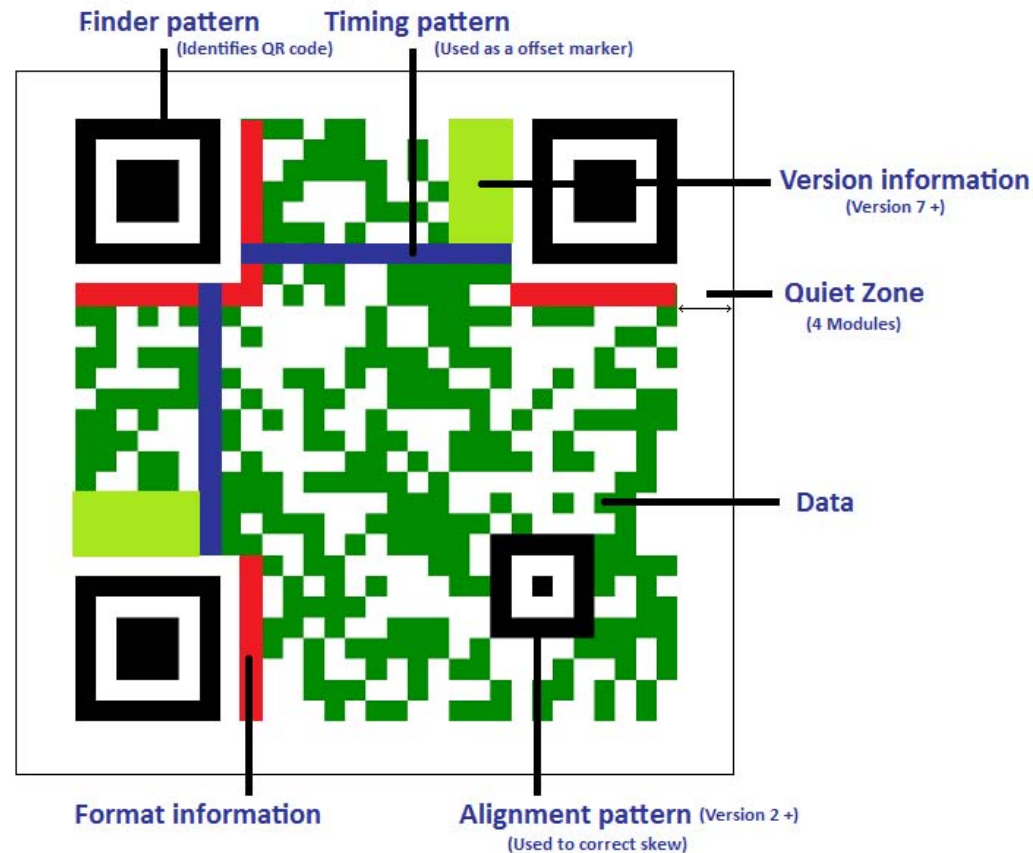
- Recognizing the Variety of 2D/QR Codes
- Where/How to Generate Your Codes
- Leading Application Integration
- When to Apply Mobile QR Codes
- Building Value for Yourself and Customers



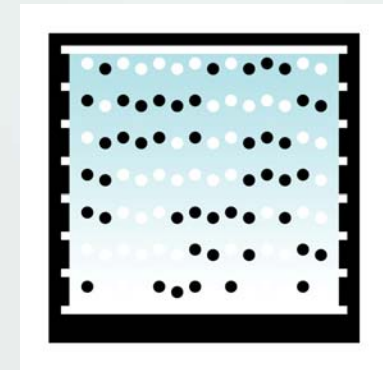
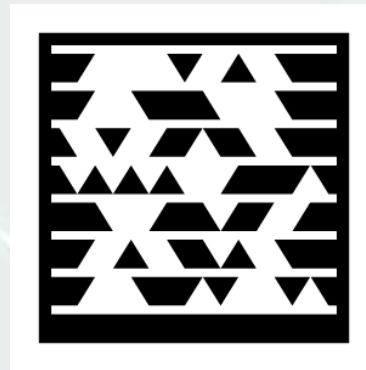
# Recognizing QR Codes



# Understanding QR Codes



# Microsoft TAG



# Variations QR Codes

BeeTagg



Blotcode



Dandelion



Shotcode



**Sports Illustrated**  
2010 Swimsuit Models



JAGTAG

For a quick demo of a recent program, take and send a picture of this JAGTAG. Verizon and AT&T customers text picture to 524824. All others text or email picture to [swimsuit@jagtag.com](mailto:swimsuit@jagtag.com). To see and share demo with your Twitter followers, tweet picture to @jagtag



# Generating QR Codes



Create, Modify and Real-Time Analytics

[Http://www.scanlife.com/us/](http://www.scanlife.com/us/)



Create, Modify, Manage and Promote

[Http://www.beetagg.com/](http://www.beetagg.com/)

[Http://www.neoreader.com/](http://www.neoreader.com/)

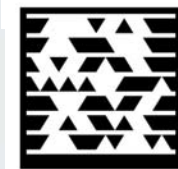
<http://www.kaywa.com/>

<http://www.begrious.com/>



Create, Modify, Manage, Track & Report

[Http://www.mskynet.com/](http://www.mskynet.com/)



Create, Modify, Manage and Track Scans

[Http://tag.microsoft.com/](http://tag.microsoft.com/)



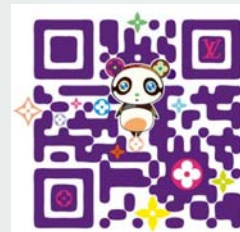
# Application <sup>Workflow</sup> Integration

- **InterlinkONE, Qreate and Track**
- **MindFire Inc. via HP SmartStream**
- **GossRSVP, Text “123RSVP” to 64842**
- **XMPie**
- **IDAutomation, Font Integration**
- **Mskynet.com**



# Notables / Considerations

- QR Code Standards - GS1
- Online and Offline Codes
- Color and Contrast
- Respect the Quiet Zone
- Understand Size Requirements
- Real-Time and Snapshot Mode



Datamatrix with 40  
characters (1 region)



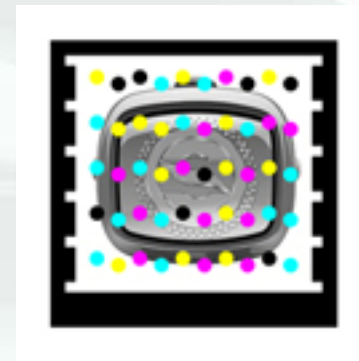
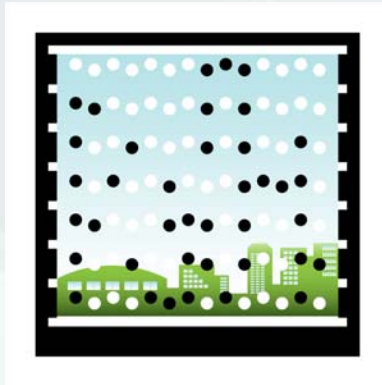
Datamatrix with 80  
characters (4 regions)



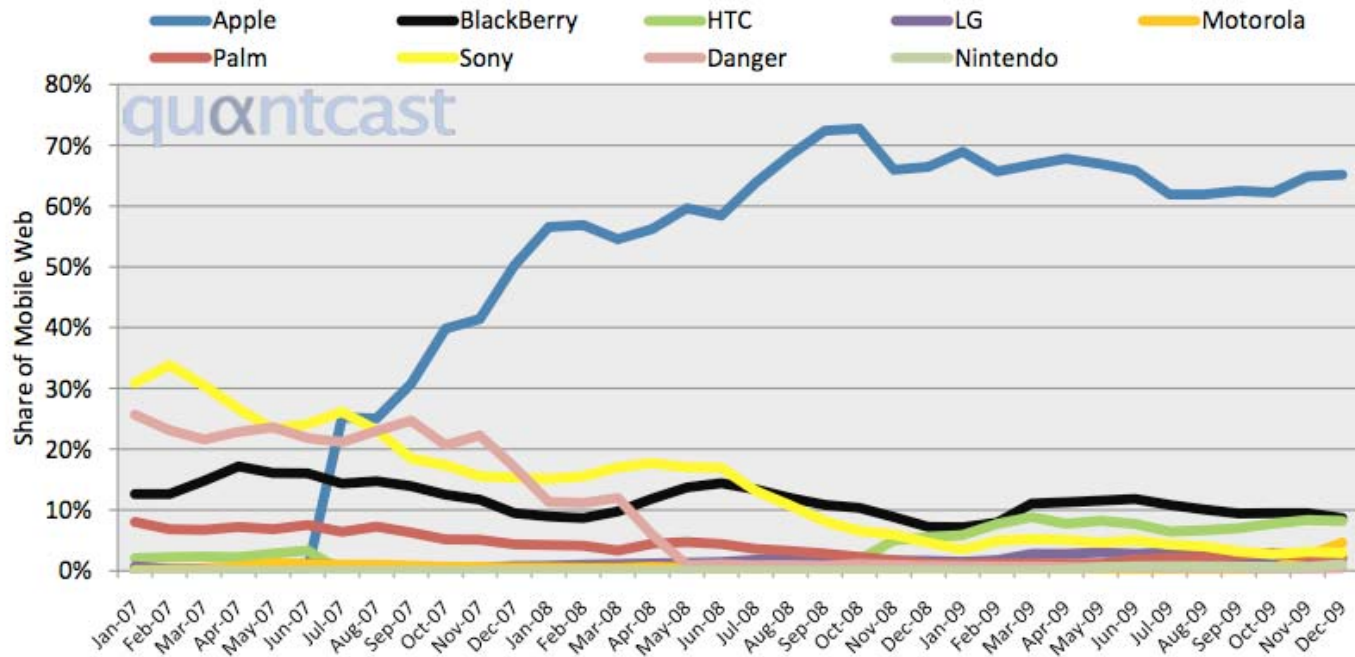
Datamatrix with 240  
characters (16 regions)



# Customization / Branding



# Phones QR Code Enabled



87% of all Mobile Phones sold today are QR Code ready



# QR Code Opportunities

U.S. Mobile Users' Non-Voice Behaviors\*

	All	13-17	18-24	25-34	35-44	45-54
CAMERA	70%	84%	84%	79%	73%	69%
PICTURE/VIDEO MESSAGING	40%	53%	67%	57%	38%	32%
MOBILE WEB	20%	18%	37%	27%	23%	17%
TEXT MESSAGING	54%	69%	83%	69%	58%	42%

Source: 2008 Mobile Attitudes and Usage Study MMA, November 2008



# Questions?



# Where to Apply QR Codes

- Groups, Organizations, Clubs & Memberships
- Books, Magazines and Directories
- Tradeshow and Conventions
- Travel and Hospitality
- Real Estate
- Automotive, Transportation
- Location Maps
- Retail Packaging
- POS (Point of Sale) Materials



# What to do...How to do it and what will I get?

**NewMedia** Turn your Tradeshow Display into an Interactive Experience.

The days of printing, shipping and distributing your sales materials are over. Your experience and message don't need to leave their home. Imagine your show guests being able to "tag" with their mobile device and obtain all of your pertinent information.

Our interactive QR tag experience incorporated into your display can allow your prospects to:

- ACCESSIBLE
- PROMOTE
- INTERACTIVE
- SUPPORTS
- PRODUCT INFORMATION
- CONTACT INFORMATION
- VIDEOS

After the show, you can update and change the content driving traffic back to this interactive experience by offering additional news, press, coupons, white papers and any updated sales materials. You can even add a double QR to capture and grow an e-mail database with qualified leads.

You best start about these campaigns in our marketing dashboard where you can monitor and track your ROI.

Go to [gettagged](#) on your mobile phone and download the Tag Reader app. Enter a code in the tag to use and view our New Media Marketing interactive experience page.

Don't miss New Media Marketing's on the cutting edge of technology making your Tradeshow Display Extraordinary. Contact Information and Contact Us.

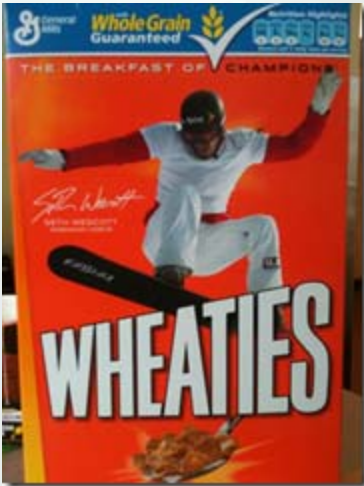


**We brag with our tag!**  
ENVIRONMENTALLY FRIENDLY MARKETING

1. On your mobile device, go to [gettagged](#) and download the Tag Reader app. 2. Download the app. 3. Open the app and snap a picture of the QR Tag below.

**“We brag with our tag!”**  
ENVIRONMENTALLY FRIENDLY MARKETING

Using our environmentally friendly marketing technology we created GreenNurture.com's green Media Kit utilizing cutting-edge, sustainable mobile technologies - like Microsoft Tag - to integrate and launch marketing campaigns.



will leave in the sport as a competitor as well as trying to accomplish perfect performances.

**f** **BECOME A FAN!**

More Tips and Exclusive Content on Facebook.  
[www.facebook.com/wheaties](http://www.facebook.com/wheaties)

USE YOUR SMARTPHONE TO TAKE A PICTURE OF THE TAG SHOWN HERE TO AUTOMATICALLY NAVIGATE TO WHEATIES CONTENT. GET THE FREE APP FOR YOUR PHONE AT [GETTAG.MOB](http://GETTAG.MOB)

**f** **WHEATIES MOBILE**

**WHEATIES®**

While you are on the go, learn more about the brand that prepares you to win!

**f** **BECOME A FAN >**

**WHEATIES FUEL >**

**WHEATIES >**



# How to Apply QR Codes

- Extend Branding, URL's
- Contact, V-Card and Email Addresses
- Telephone Numbers and Live Chat
- Maps, Navigation and Location Services
- Survey Data - Build CRM
- Menus and Reservations
- Video, Music & Application Downloads
- Geo-Based Reviews and Tours - Facebook, Foursquare
- Green (Sustainable) Ticketing




**MSKYNET**

Home **QR Code Generator** QR Code API Stats SPARQCode BETA Blog

PHONE SMS **MAP** URL MeCARD RAW APP STORE vCal **Barcode Size** NO LIMIT

Location

Jefferson Road Rochester, NY 14623




Pin Label

Heading

Subheading  ☒ Hide

Reset

SPARQ CODE

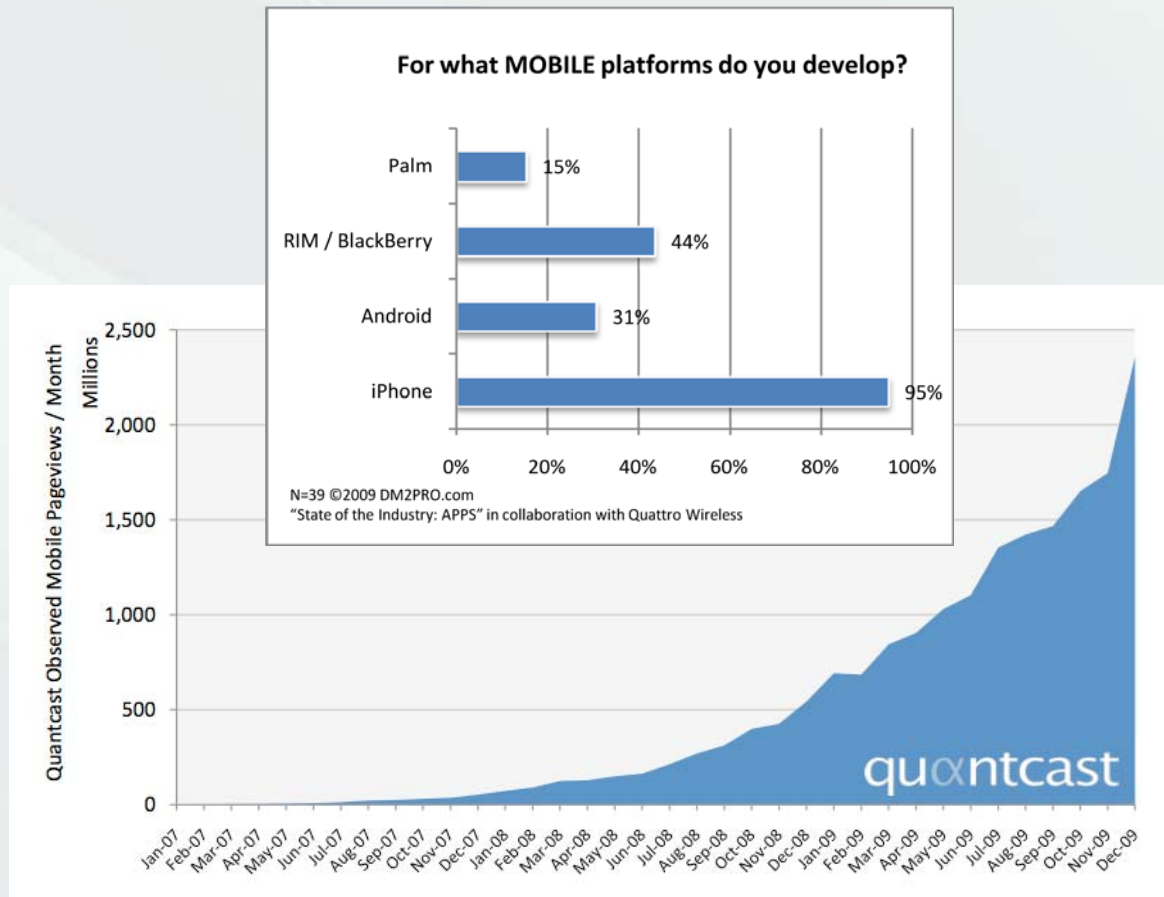


[\[ Advanced Options \]](#) [\[ Download \]](#)

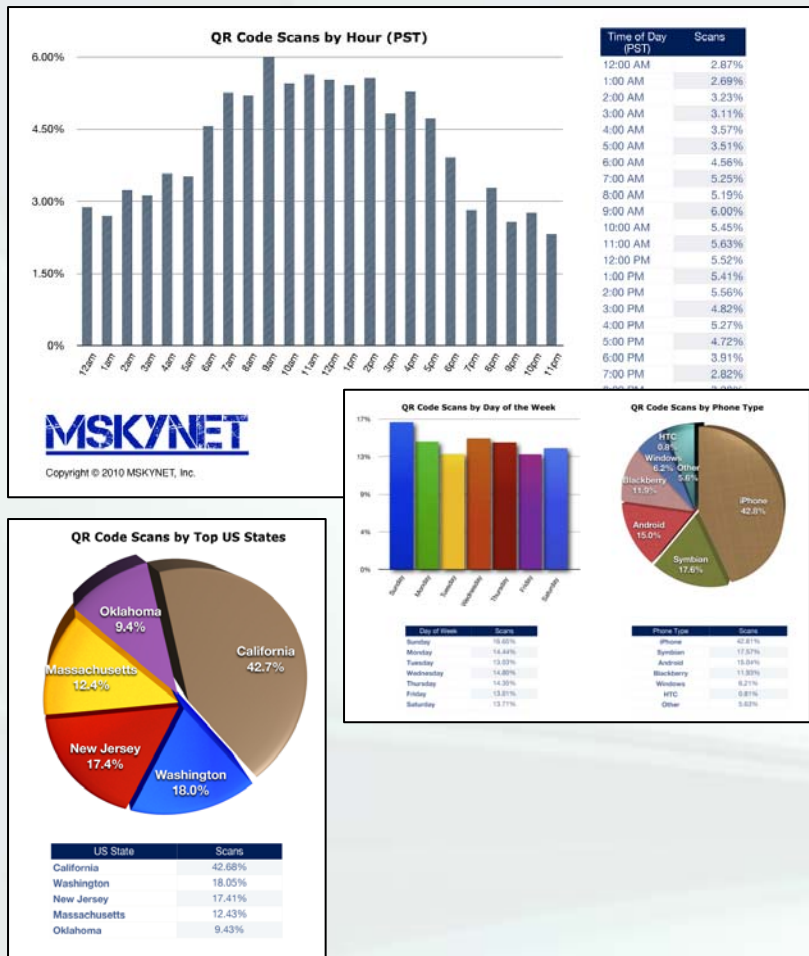
QR Code <img> tag  



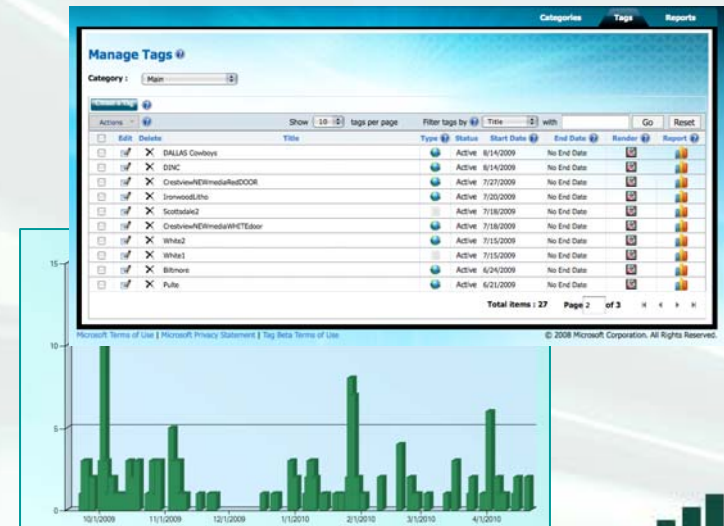

# Identifying Mobile Platform



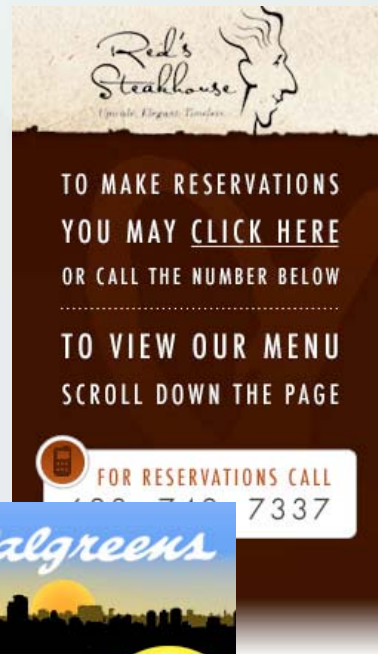
# Tracking / Reporting Considerations



Consider a campaigns reporting and expected results before deciding which QR application will best meet your clients requirements.

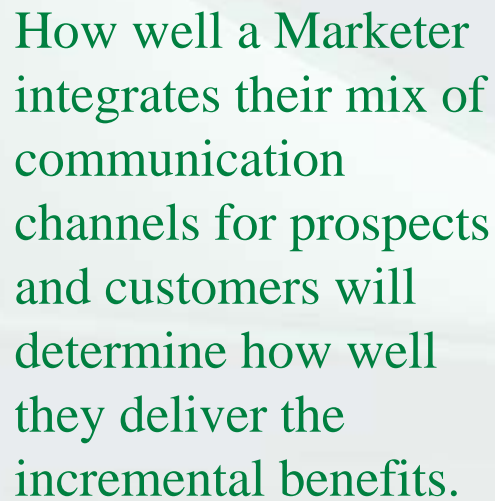


# Building Value



For a consumer, choosing which channel to use when communicating is entirely situational, therefore location should be taken into consideration when messaging.





# YOU GOTTA BE THERE!

Submit your email address for a chance to win a VIP Pass to the Cowboy's Inaugural Season Party.

## SURE YOUR PLACE IN COWBOYS HISTORY!

Submit your email address for a chance to win a free Cowboy's Party to be placed on the wall of the new stadium.

### ENTER

## DALLAS COWBOYS

LOCATED INSIDE THE

### HALLOWEEN EXPRESS SUPERSTORE

2814 West Bell Road, Phoenix  
NW Corner of I-17 Freeway & Bell Rd

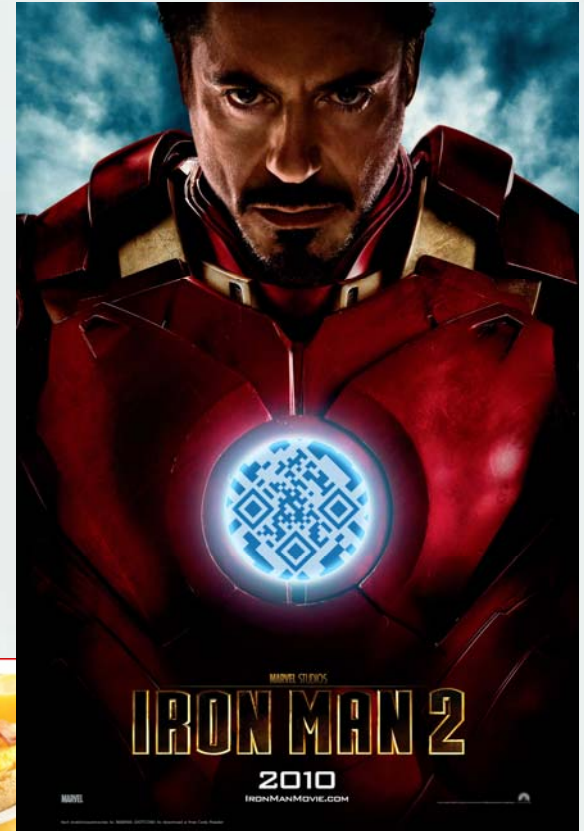
623-255-7624

WATCH THE HAUNTING VIDEO

RECEIVE DISCOUNT COUPONS

"FAST PASS" INFORMATION





**NOTE:**  
Mobile is about making content  
unique and native to each device,  
not shifting content from the web.



**5 Homemade Meals for Under \$5 Each!**

1 800 0042 8

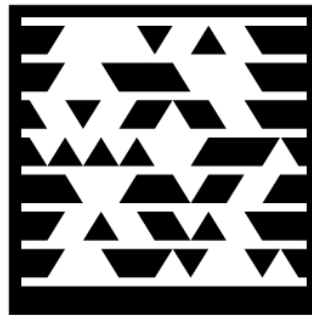
Use your mobile phone to snap this tag and get these great meal ideas and more coupons!

To snap the tag, download the FREE app to your phone at <http://gettag.mobi>

©2008 General Mills

Home is calling.





QUESTIONS / REVIEW

**THANK YOU**

Steven England

Mobile Consultant / Business Development Specialist

[www.twitter.com/englandsc](http://www.twitter.com/englandsc)

