ImageSet
Smart marketing works.

The New Barcodes
Marketing's Next Technology Revolution

WHAT ARE INTERACTIVE 2D BARCODES?

A 2D barcode is one in which the elements of the code appear as small black or colored squares within a larger square grid. Thus, 2D stands for "two-dimensional," to distinguish them from the older linear UPC barcodes so familiar from retail settings over the last 30 years. There are a number of different approaches to encoding data in two-dimensional arrays for reading by cameras, but three particular systems are most significant world-wide (in terms of visibility and familiarity):

- QR (Quick Response) is the most familiar 2D barcode scheme
- Data Matrix code is more widely used for marking small items, and
- Microsoft Tag provides a next-generation solution with value-added services such as built-in reporting and custom tags.

A 2D interactive barcode is a high-density barcode readable by cell phones and simple PC cams. Recipients can quickly and easily interact with the code-enabled documents to receive additional information about a product or service. They simply point their camera at the 2D barcode and are instantly connected to a code-enabled web page without ever having to type in numbers or remember a promotional code – they just point and shoot.

Today, 2D interactive barcodes are increasingly targeted at mobile users who can snap an image of the code and have a planned action executed, such as bringing up a mobile-friendly web site (which could be a personalized URL), sending a SMS message, or getting product information or store hours.

Users with a camera phone equipped with the correct reader software can scan the image of the 2D interactive barcode causing the phone's browser to launch and redirect to the programmed URL. This act of linking from physical world objects is known as a hardlink or physical world hyperlink.

SEE AN INTERACTIVE 2D BARCODE IN ACTION

Snap a picture of the icon to the right with a barcode reader on your cell phone. Get the free app for your phone at **http://gettag.mobi**.

Need help in making it work? Call Kathi Woolsey at 713-358-6626. We promise you the few minutes it will take will be time well invested in experiencing today's hottest new marketing trend.

If you do not have access to smart phone technology, you can log on to:
http://www.youtube.com/watch?v=pSIWCJWLhGY

WHY USE THE NEW BARCODES?

- 2D interactive barcode can reach consumers where they're most likely to want additional information or make purchasing decisions: in a store, on the street in front of a restaurant, or in front of a home for sale.
- 2D interactive barcode can be personalized and used the same as personalized URLs. They can link a marketing piece to a customized landing page designed for mobile phones.
- 2D interactive barcode can be used to collect permission-based email addresses for further marketing communications.
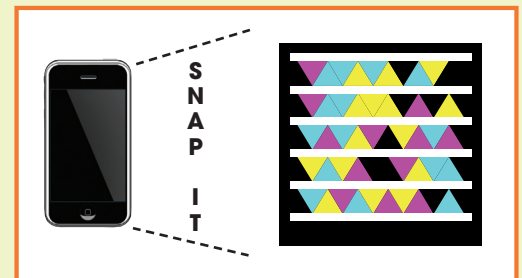
APPLICATIONS

- Hundreds of restaurants in downtown San Francisco post QR codes on their door, which can be scanned to provide instant access to menu choices as well as restaurant reviews.
- Ralph Lauren pioneered this technology to allow consumers to view the collections and shop directly from their phones.
- A Boston-area realtor posts QR codes outside its listed homes, which allows passers-by to connect to a web landing page for that home and download instant information.