



Evolution

2D Barcode Technology

Here's How it works

- Camera phones enable scanning
- Captures 2D image
- Immediately takes user to Website link
- User interacts automatically
- You now have a new customer

Barcodes can be placed anywhere-
in book, posters, signage, etc.

The Mobile Response allows for

- Tagging
- Magazine Subscription
- Couponing
- Sweepstakes
- Loyalty Cards
- Ticketing
- Ecommerce
- Other offers

