

M5 REPORT

Monday Morning Marketing Mobile Minute SEPTEMBER 26, 2011

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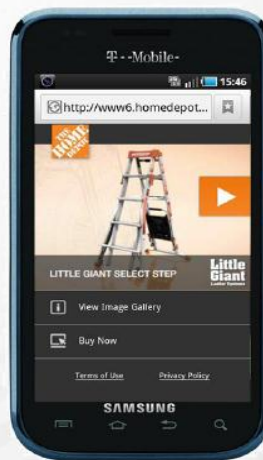
Something to think about:

*"Many a small thing has been made large
by the right kind of advertising."
Mark Twain*

QR Barcode Experience

See a code; open your smart phone application, snap a pic, the application reads the code and...

Content is delivered automatically





Multiple Mobile Actions Available Through QCR

A QR or Quick Response code is a two-dimensional barcode. These are often used for adding web links to a printed page. When you scan such a QR bar code using a mobile phone camera, the QR reader application takes you to a Web site, a YouTube video or some other web content. QR codes are an easy way of sending people to a site without having to type a URL.

- A QR code can contain **event information**. Scan the code on a poster for a concert and the app automatically adds its name, date and location to the agenda on your smartphone or PC.
- A QR code can contain an **SMS** with phone number and text. Scan the code and the scanning app lets you automatically participate in some contest to win fabulous prizes.
- A QR code can contain an **e-mail message** with a subject and message text. That message can be a request for information so that in return you might get a reply email with additional information and attached files.
- A QR code can contain a **geographical location**. Scan the code on a poster advertising for a restaurant and its location becomes available to your navigation software, informing you how to get to that place



Go to WEB/WAP



Save a Contact



Make a Voice Call



Send an SMS



Send an Email



Calendar Entry



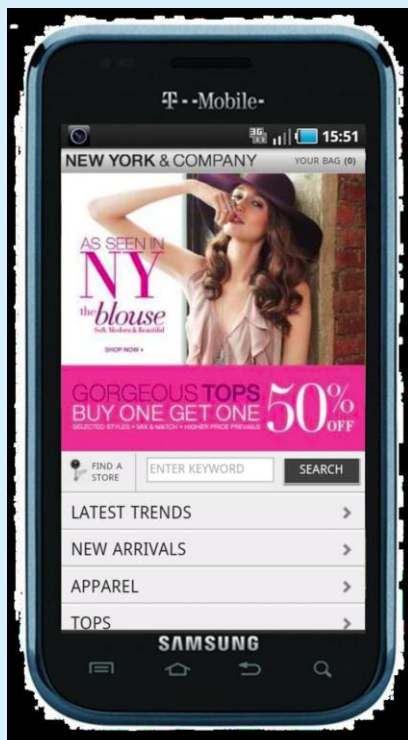
Lotto/Collection



Multi-Action Menu



Send Tweet



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