Interactive MultiMedia Print: Powered by QR Codes

Fred Golden
Kay Printing
Email: fgolden@kayprinting.com
Tel: 732-261-6003
Progression of Interactive Codes

1 Dimensional
2 Dimensional
Proprietary
2 Dimensional
Open

Interactive MultiMedia Print powered by QR codes
Link Printed Products to MultiMedia, projected on Smart Phones

- Launcher is QR Bar Code (Quick Response) or 2D Bar Code (2 dimensional)
- MultiMedia Examples:
  - HD Video
  - Interactive Text and Graphics
  - Web Pages
  - Music Video
Gain Market Share and Seize Visibility

- Cutting edge technology widely supported by U.S. cell carriers in January 2010
- This is new but proven technology - widely adopted and used extensively in Japan and Eastern Europe
  - Technology works
  - Technology is proven effective
  - Smart Phones are owned by 58% in the U.S. and +90% in Japan and Eastern Europe
  - End users recognize QR Codes and like to use them
- Smart Phones now outsell Towers and Laptops
Three Primary Applications: Cross Platform Media Program

- Information
- Marketing
- Content

Results are measurable - Analytics
Dynamic Environment
Media is refreshed and updated with each scan

- **Real-time database returns**
  - Product availability and pricing
  - Class and topic locations, dates, times updated
  - Statistics and analysis updates: stock pricing, market research

- **Content**
  - Decorating How To Video of the Month
  - Cooking Meal of the Month (apron or calendar)
  - Taylor Swift Video of the Month (pillowcase)

- **Marketing Video** updated monthly/seasonally/special occasions/holidays

Interactive MultiMedia Print powered by QR codes
Technology Purpose

- Create rich, full multimedia experience
- Build strong, ongoing personal relationship with customers
- Establish opt-in text relationship:
  - Special opportunities, limited editions, new releases, celebrity opportunities
  - Product updates
  - Loyalty rewards
  - Reminders for continuity programs: accessories, service, maintenance, supplies
  - Seasonal purchase reminders

Interactive MultiMedia Print powered by QR codes
Technology Purpose

- Deliver multimedia that is **Personalized**
  - Strategically personalized data
  - Strategically personalized video
- Immediate direct mobile online action
  - Make purchases, inquiries, make payments
The New Holy Grail of Marketing

- Customer involvement in dynamic environment
- Ongoing personal relationship with customers:
  - Provide valuable information
  - Provide entertainment
  - Quick response to customer 24/7
  - Stay relevant and exciting

Interactive MultiMedia Print powered by QR Codes
Obstacles, Limitations, Requirements

- Smart Phone required
- Internet service with good reception needed
- Location, weather, building can impede performance
- Recognition of QR Code
- Download reader app
- Indifference or unwillingness of the consumer to interact with the code
Applications for QR Codes

- Interactive Direct Mail, Catalogs, Marketing Collateral, Annual Reports
- Interactive Calendars: import video
- Interactive Programs for sports, theater and conferences
- Interactive Teaching Tools: flip charts, presentation folders, books
- Interactive Greeting Cards.
- Membership Loyalty Programs: wallet cards
Applications for QR Codes

- Retail Signage, Shelf Talkers, Floor Minders.
- Trade Show booth signage and marketing materials
- Special Occasion Reminder Cards.
- Refrigerator Magnets, Magnet Mailers.
- Interactive Tour Materials: signs, brochures, wallet cards.
- High Value business cards, stationery and letterhead.
Next Steps

- Get started NOW
- Powerful add-on
- Use existing media assets
- Work with an Interactive MultiMedia Print Expert
  - Strategy
  - Design
  - Programming
  - Hosting
  - Print, Mail, Fulfillment execution
  - Analysis

Interactive MultiMedia Print powered by QR codes