

# Interactive MultiMedia Print: Powered by QR Codes

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# Progression of Interactive Codes



1 Dimensional



2 Dimensional  
Proprietary



2 Dimensional  
Open

# 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

# 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

# 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

# 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**