



## QR Codes

Mobile marketing is a growing trend as more consumers have smart phones. Variable 2D codes are already prevalent in a variety of markets. QR codes are a type of 2D code that offers unique and interactive applications. Via a smart phone loaded with an app that allows the user to scan the code, these interactive codes can contain links that automatically send users to a specific website. You've probably seen QR codes in ads, at stores, even on television - it's opening up a new avenue of mobile marketing. Ideas and applications for QR and 2D codes include:

- Product traceability when combined with variable data
- Product authentication
- Mobile marketing
- Security applications when combined with variable data
- Higher traffic to a website
- An embedded code with company or contact info



Universal Wilde can produce QR codes for inclusion on personalization print as well as offset pieces. We can produce QR codes for unique or general URLs. We have experience generating QR codes for the most effective reading by all varieties of smart phones.

The code is output as a file that can be placed in any InDesign or other page building software. For variable pieces, this can be part of the postal sorting so you can still get a postal discount (where appropriate) while sending a "mobile readable" personalized message to your target audience.

Adding QR codes to printed materials means one more avenue Universal Wilde can use to provide value. It's another way we help you achieve a better return on investment for your marketing dollars. As mobile computing continues to gain traction, QR codes provide an outlet to keep mobile users tied to your brand.