

MOBISTICKS





Indhold:

- QR 1-2-3
- Det sete afhænger af
- Anvendelig
- Byen og dig
- Spørgsmål





SCANLIFE

MOBISTICKS



ELIZABETH OLSEN

ACADEMY AWARD NOMINEE
JOHN HAWKES



"If you trust me, and I hope you do, then you will let me in."

MARTHA
MARCY
MAY
MARLENE

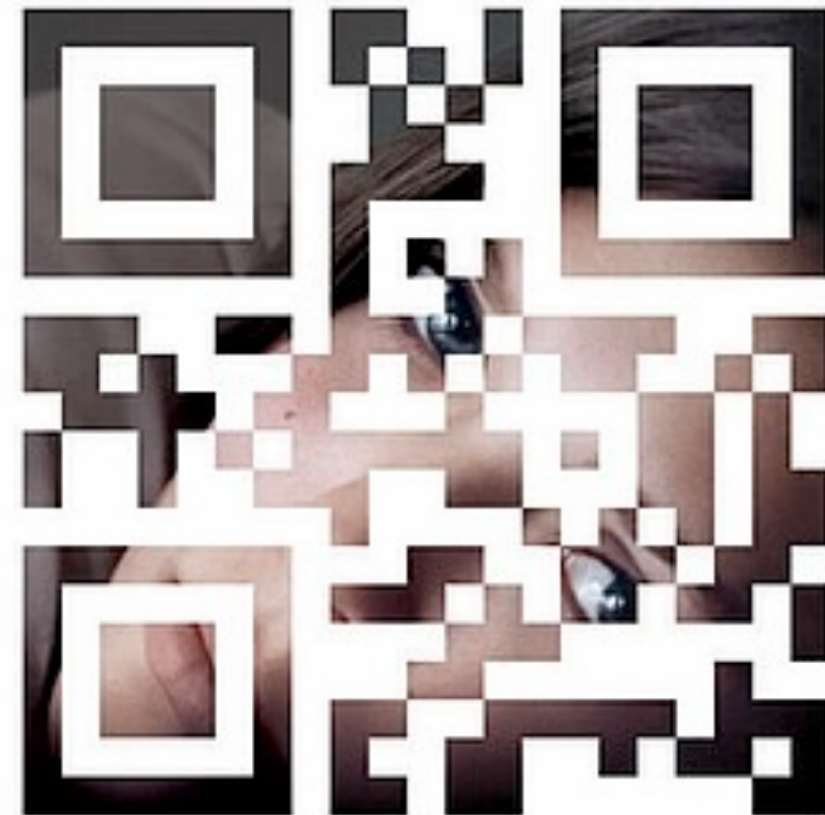
IN THEATRES THIS FALL

(SUNDANCE) (TORONTO) (CANNES)

[illegible]

ELIZABETH OLSEN

ACADEMY AWARD NOMINEE
JOHN HAWKES



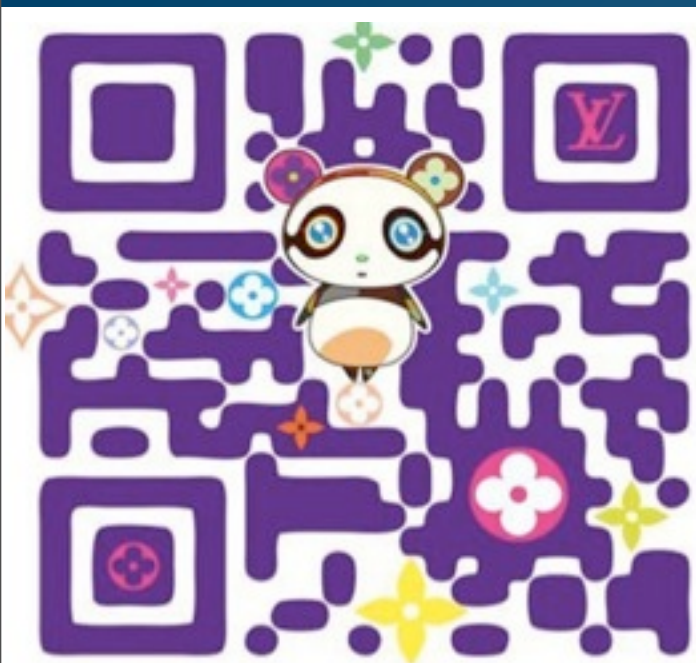
"Did you ever have that feeling where you can't tell if something's a memory or if it's something you dreamed?"

MARTHA
MARCY
MAY
MARLENE

IN THEATRES THIS FALL

(SUNDANCE) (TORONTO) (CANNES)

[illegible]





Når koder anvendes:

- 1 - Klar call2action
 - hvad skal jeg gøre - hvis...
- 2 - Klar "hvad får jeg ud af"
 - _ hvad kan jeg forventet
- 3 - Big stuff on small screens



Indirekte

- Størrelse
- Dynamisk
- Printtid
- Farve & design

[HTTP://SCN.BY/9T7N6HN0RDQPAF](http://scn.by/9T7N6HN0RDQPAF)



Direkte

- Størrelse
- Ordblindhed
- Tastefejl
- Forkert url

<http://app.scanlife.com/gui/newChartsReport.do?showsavebtn=1&showChart=6&frequency=Month>





En kode uden en scanner app -
er som.....tja.....

- Hvad skal vi tænke på
- Hvordan sikre kvalitet

Hvad forventer du af din leverandør?

- stiller du krav

- tja, jo, mjae, nejæe

Universal Mobile
Barcode Scanner



SCANLIFE



Code Management
Platform
to Create & Edit Codes

Analytics



Reporting System
to Track Codes

SCANLIFE

Code Management Platform



Welcome adam.gold@scanbuy.com (AdamG Admin - Test 1) | [Profile](#) | [Dashboard](#) | [Logout](#)

[Codes](#) | [Campaigns](#) | [Reports](#) | [User Management](#) | [Support](#) | [Account Settings](#) | [Help](#)

Create Codes



My Folders +

 [Gitter](#)

 [Default](#)

--- All Users --- | ---All Campaigns--- | ---All Folders--- | [Filter](#)

--- Select Action --- | [Go](#) | | [Search](#)

☐	CODE NAME	CODE CONTENT	ACTIONS	STATUS	LAST MODIFIED DATE	FOLDER	CAMPAIGN	USER NAME
☐	<u>So You think Menu</u>	 So You Think You Can	  	ACTIVE	Jun-10-2011 08:22:02	Default	Default Campaign	Adam Gold
☐	<u>So you think Twitter</u>	 http://widget.scanlife.com/wid	  	ACTIVE	Jun-10-2011 08:13:11	Default	Default Campaign	Adam Gold
☐	<u>Al - Ford videos Menu</u>	 American Idol - Making The For	  	ACTIVE	Jun-10-2011 07:51:22	Default	Default Campaign	Adam Gold
☐	<u>Clear Channel Lotto</u>	 http://widget.scanlife.com/wid	  	ACTIVE	May-31-2011 11:02:01	Default	Default Campaign	Adam Gold
☐	<u>Melissa and Doug Menu</u>	 Melissa & Doug Trunki	  	ACTIVE	May-23-2011 19:14:29	Default	Default Campaign	Adam Gold
☐	<u>Sonia Kaskuk eyes video</u>	 http://nellyvod.prod.nellymose	  	ACTIVE	May-18-2011 16:24:21	Default	Target Beauty Codes	Katie Marshall
☐	<u>Sonia Kaskuk lips video</u>	 http://nellyvod.prod.nellymose	  	ACTIVE	May-18-2011 16:23:41	Default	Target Beauty Codes	Katie Marshall
☐	<u>Pixi video</u>	 http://nellyvod.prod.nellymose	  	ACTIVE	May-18-2011 16:22:59	Default	Target Beauty Codes	Katie Marshall
☐	<u>NP Set video</u>	 http://nellyvod.prod.nellymose	  	ACTIVE	May-18-2011 16:22:19	Default	Target Beauty Codes	Katie Marshall
☐	<u>Jemma Kid Video</u>	 http://nellyvod.prod.nellymose	  	ACTIVE	May-18-2011 16:21:22	Default	Target Beauty Codes	Katie Marshall
☐	<u>test345</u>	 http://www.nbc.com	  	ACTIVE	May-09-2011 13:32:24	Default	Default Campaign	Adam Gold
☐	<u>Greenwich ave store</u>	 Greenwich ave Store	  	ACTIVE	May-06-2011 11:10:52	Default	Default Campaign	Adam Gold

Internet | Protected Mode: On | 105%

Editere i koder der ER trykt

ScanLife

SCANLIFE

Welcome adam.gold@scanbuy.com (AdamG Admin - Test 1) | Profile | Dashboard | Logout

Codes Campaigns Reports User Management Support Account Settings Help

Code Type Menu ?

Campaign* Default Campaign
[Campaign Detail](#)

Code Name* So You think Menu

Code Title So You Think You Can Dance!

Add Menu Item

Web SMS MMS Mail Note

Call Contact Calendar

Menu Items

Web <http://www.facebook.com/So>
Web <http://m.fox.com/dance/video>

Remove

+ Advanced Options

QR Code

SCANLIFE

Select Barcode Format ?

☐ EZcode ☐ Datamatrix ☒ QR Code

Download Share Tweet

Målbarhed



| Profile | Dashboard | Logout

Codes Campaigns Reports User Management Support Account Settings Help

Dashboard

Scan Traffic

Code Activity

Demographic Profile

Location

Device

Note:
Time of scan is recorded in GMT.
The data in this report was last updated
at Mon May 16 16:54:57 GMT-00:00 2011
GMT.

Saved Reports

--Saved Reports--

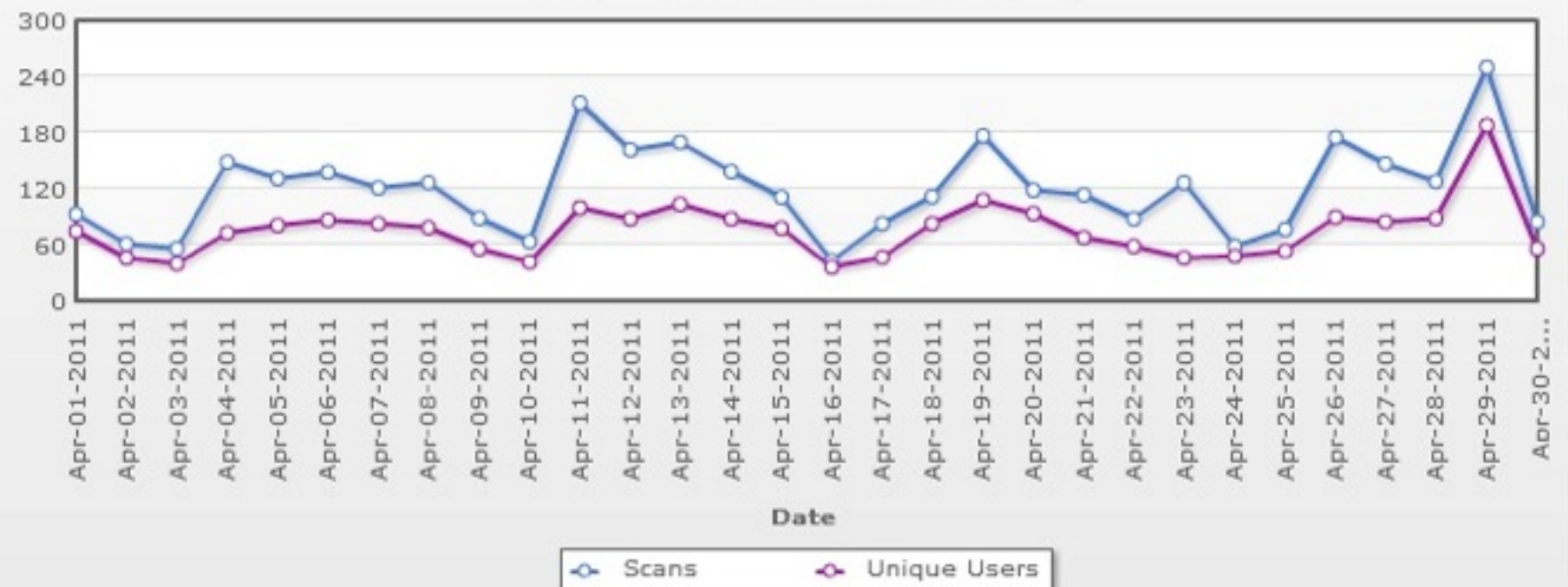
Save Report

-- All Users -- -- All Campaigns -- -- All Folders -- -- All Codes --

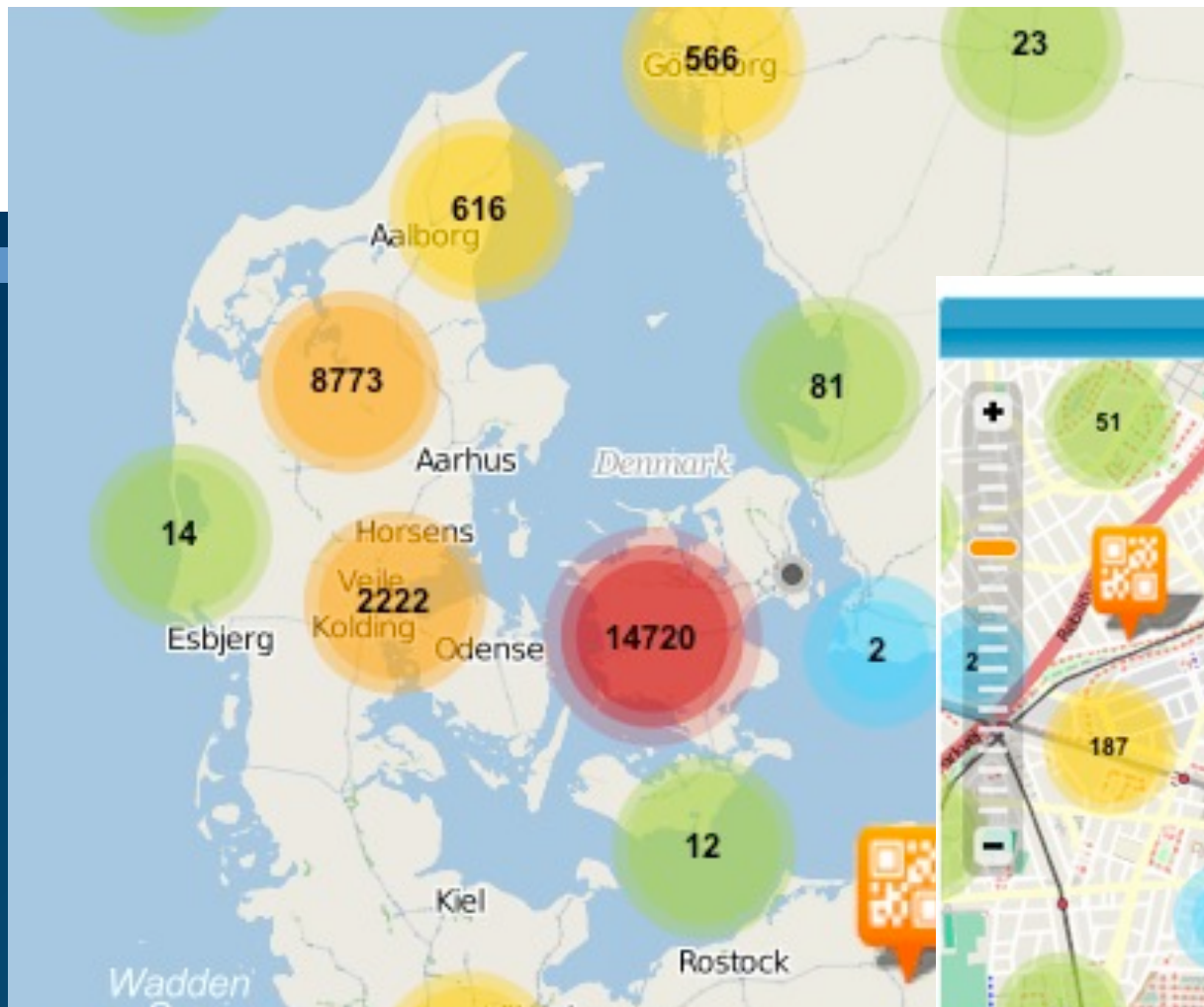
Day Custom From Apr-01-2011 To Apr-30-2011 View Charts

Total Scans: 3607 Total Unique Users: 2271

Total Scans and Users Summary



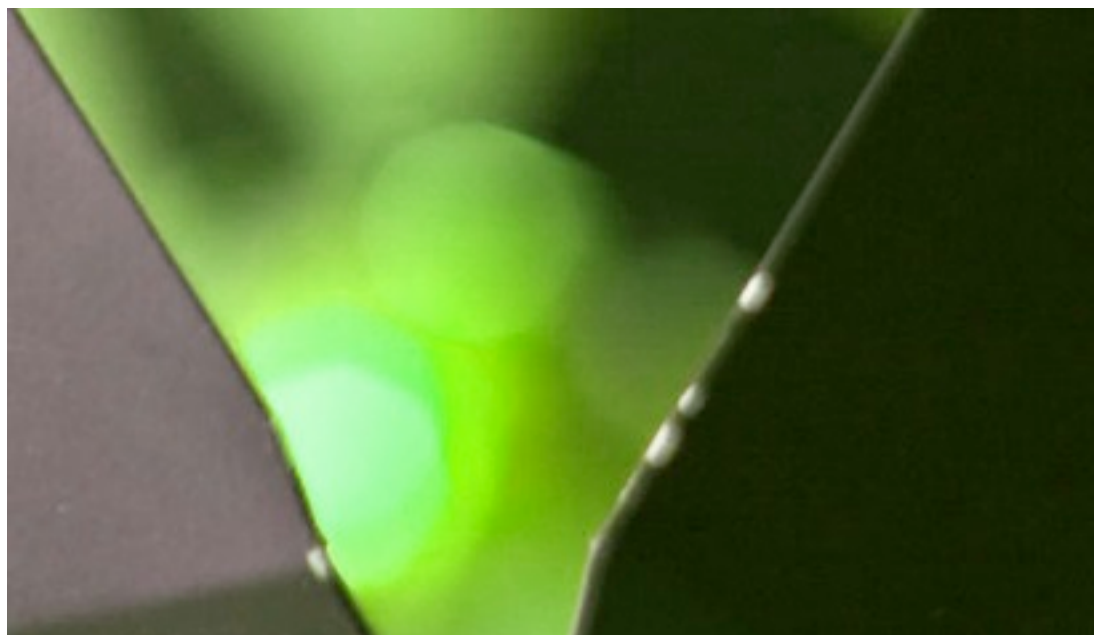
Eller er “resultatopgørelser” kun noget for revisorer?



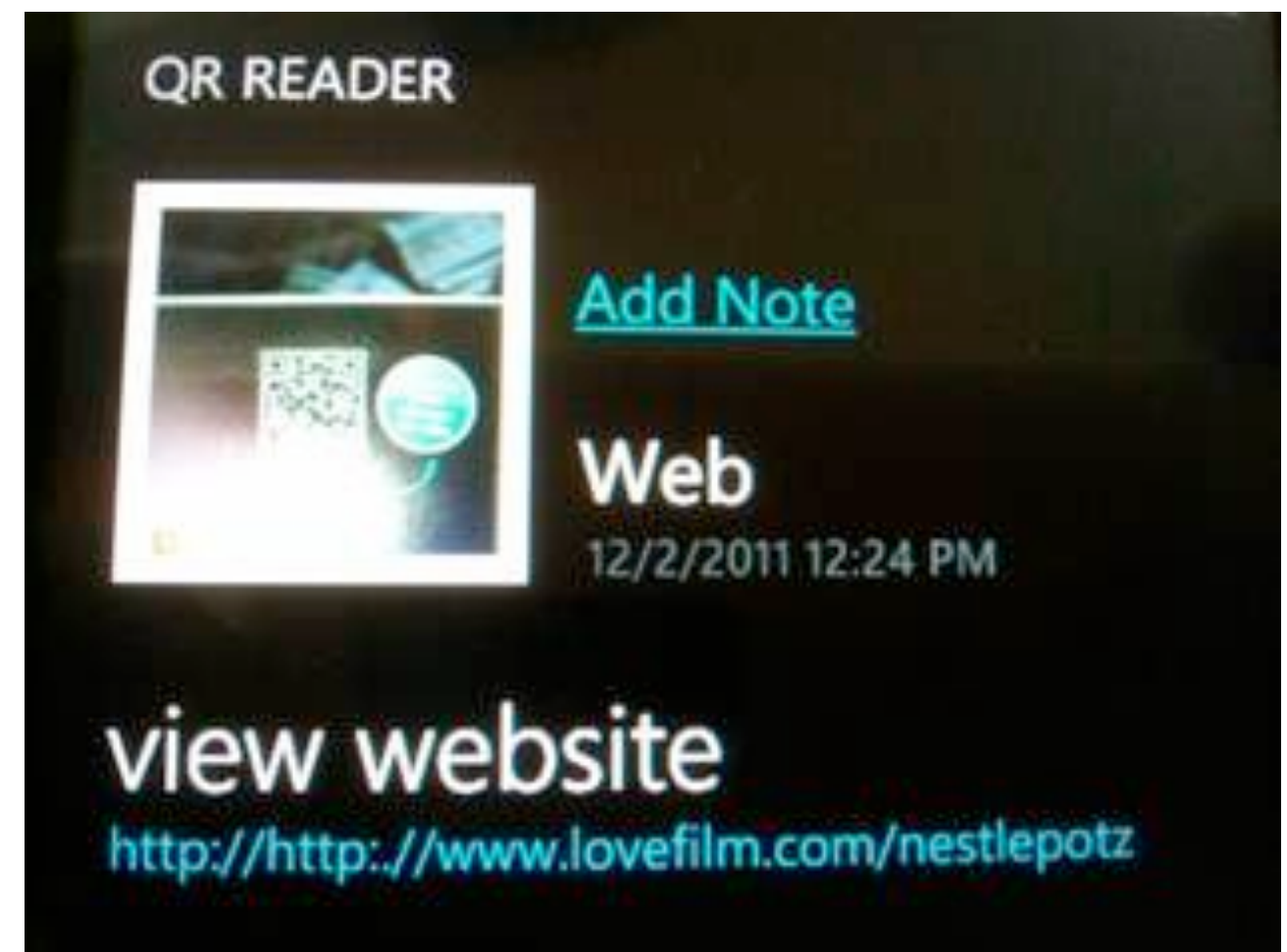
- ✓ Leg & Lære
- ✓ Grafisk design
- ✓ Markedsføring
- ✓ Web - Oversættelse
- ✓ Revisor
- ✓ Tekstiler
- ✓ Rådgivning
- ✓ Foto
- ✓ Coaching
- ✓ Design
- ✓ IT løsninger
- ✓ Mad/Mennesker
- ✓ Arkitektur



MAUHAUS



Oops



What is a scannable city?



A city where users can...



Click the city

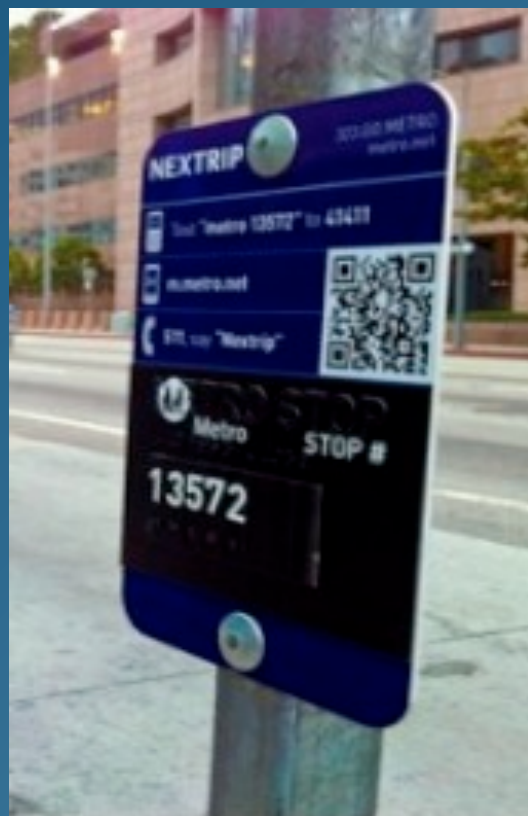


Click the businesses

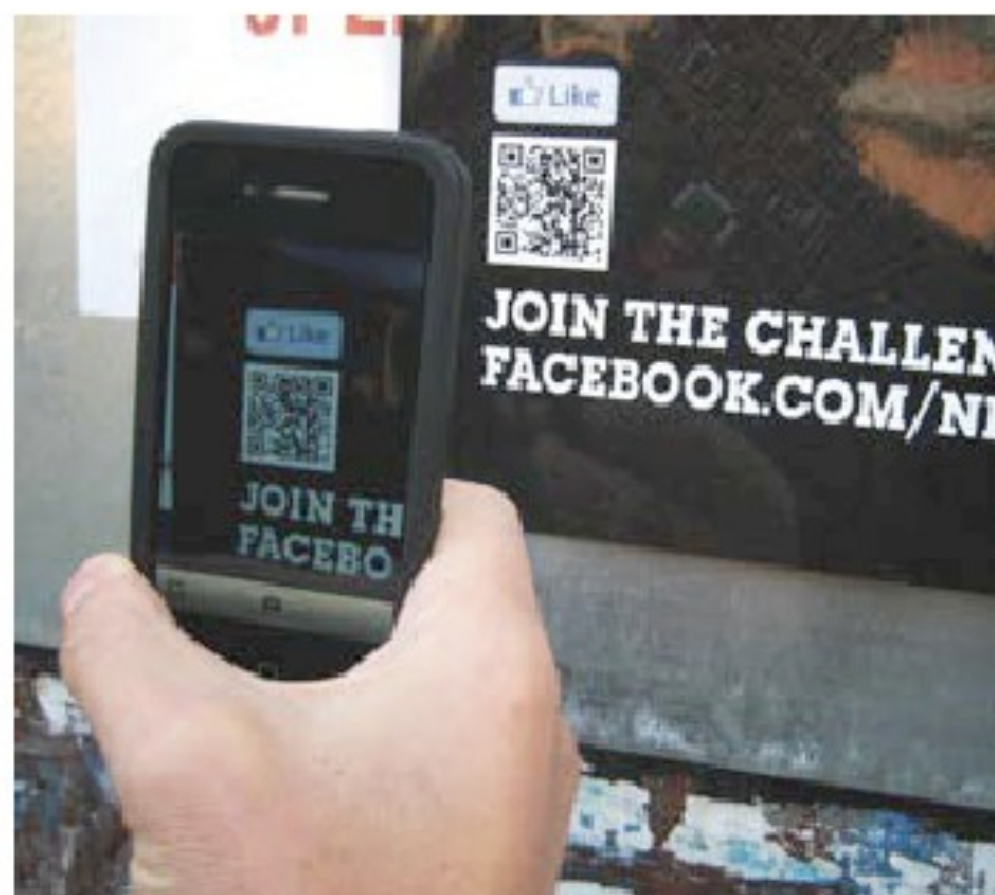


SCANLIFE

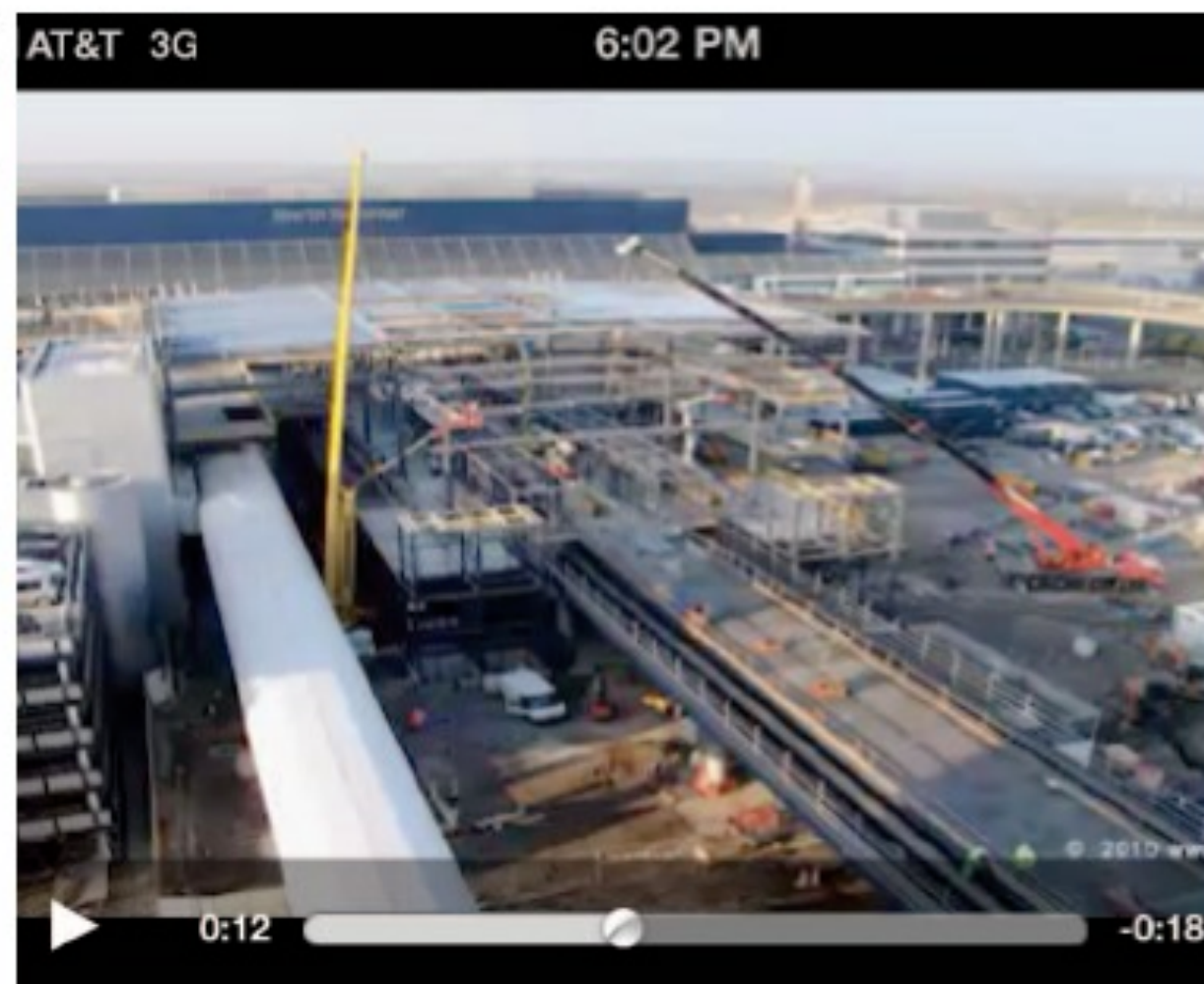
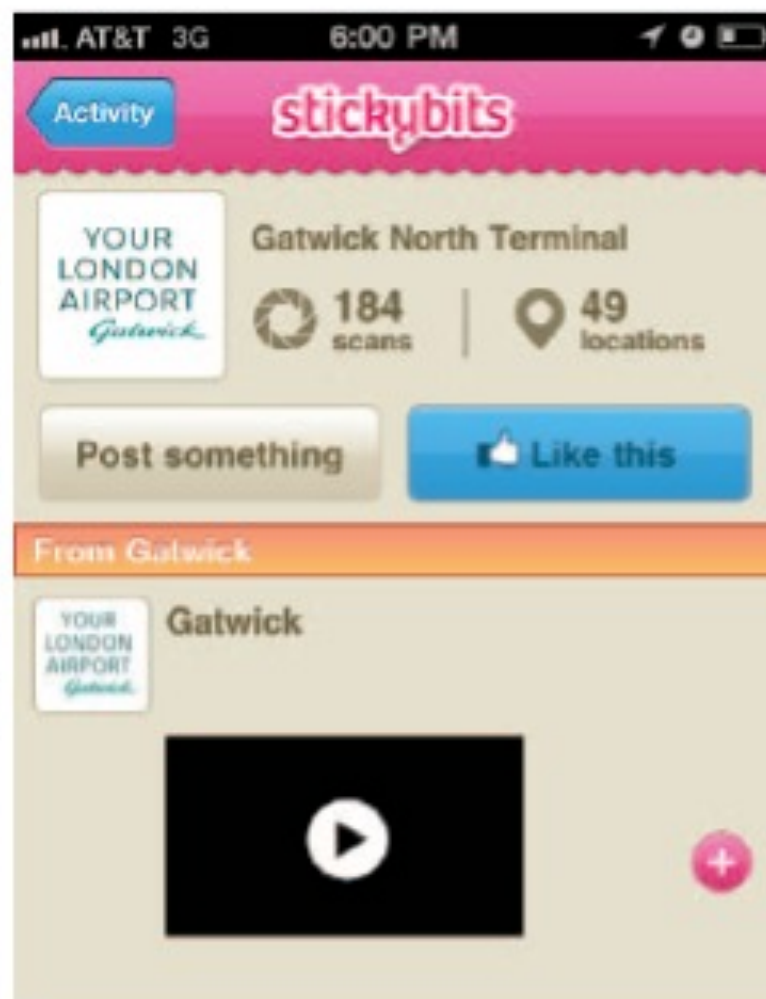
Engage with transports



Engage with local businesses from the street



See how Works go and how they will look when over



Use stamps to track the post or discover places



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Engage with food



Sea Bass
Pan Seared Sea Bass with a Prawn and Lemon Risotto €18.95

Scan this code with your smart phone to see the dish being prepared by our Head Chef, Mark.
Eg. Redinner App

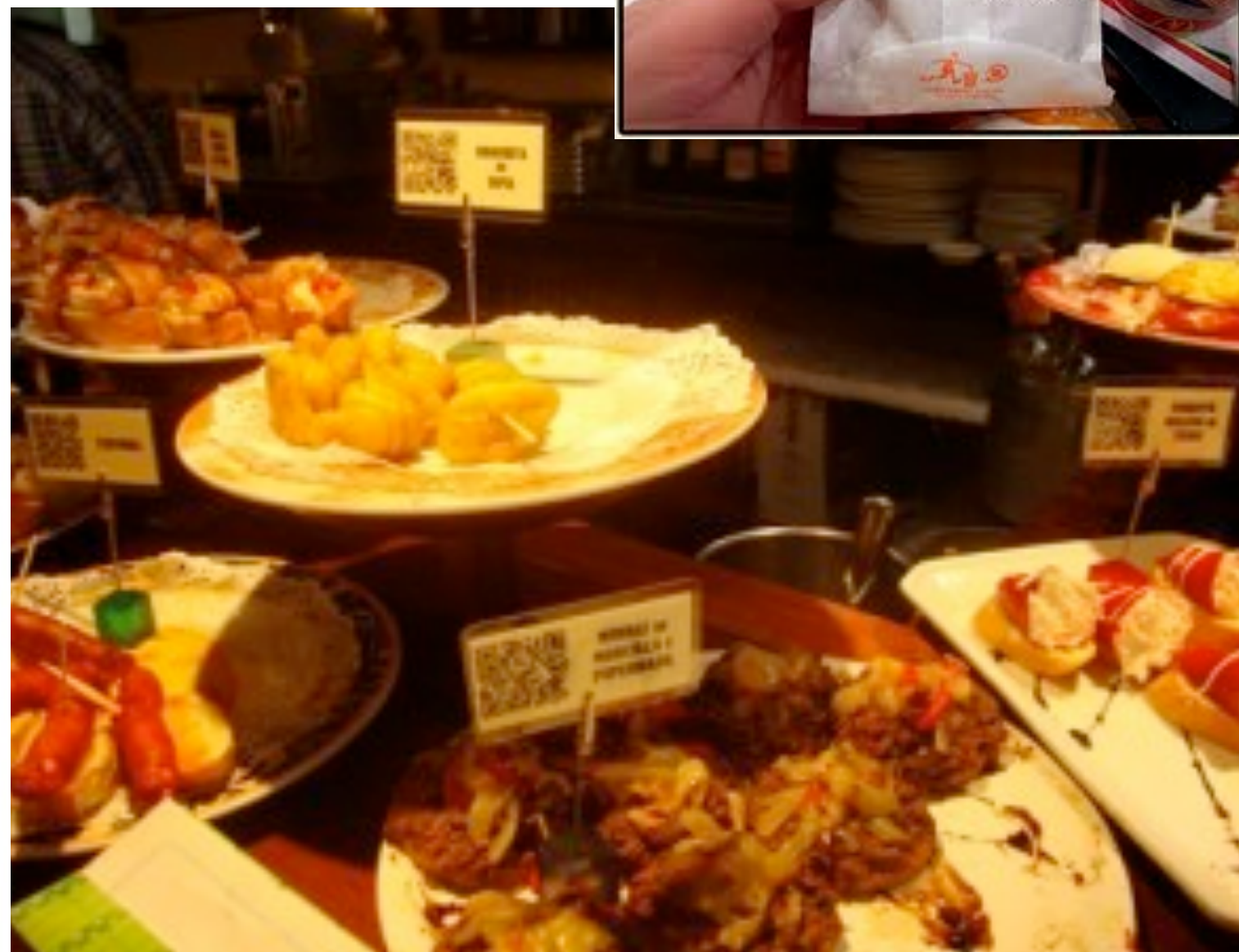
Pan Seared Breast of Chicken €15.95
Stuffed with Clonakilty Black Pudding on a bed of Creamed Potatoes with a Cider Jus

Oven Braised Shank of Lamb €16.95
Served on a bed of Pomme Puree with Roasted Root Vegetables and a Rosemary and Honey Jus

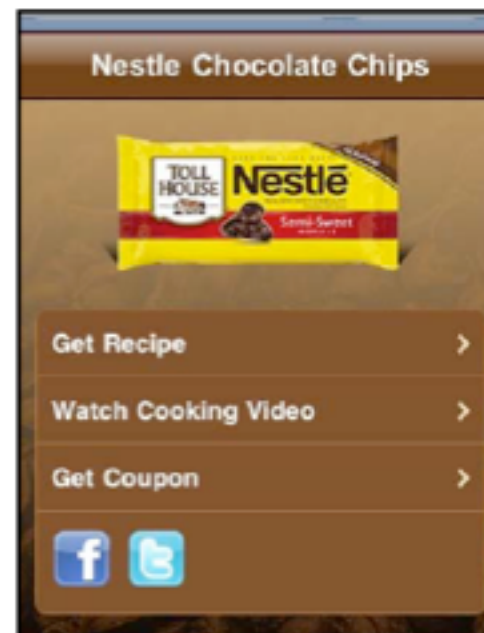
Prime Irish Hereford Beef €23.95

Scan this code on your smart phone to read more about what makes the Hereford Beef we serve special
Eg. Redinner App

Rib Eye (10oz)
Sirloin Steak (10oz)
Served with Seasonal Vegetables
Pomme Puree (or) Chips,
& Pepper Sauce (or) Garlic Butter (or) Red Wine Jus

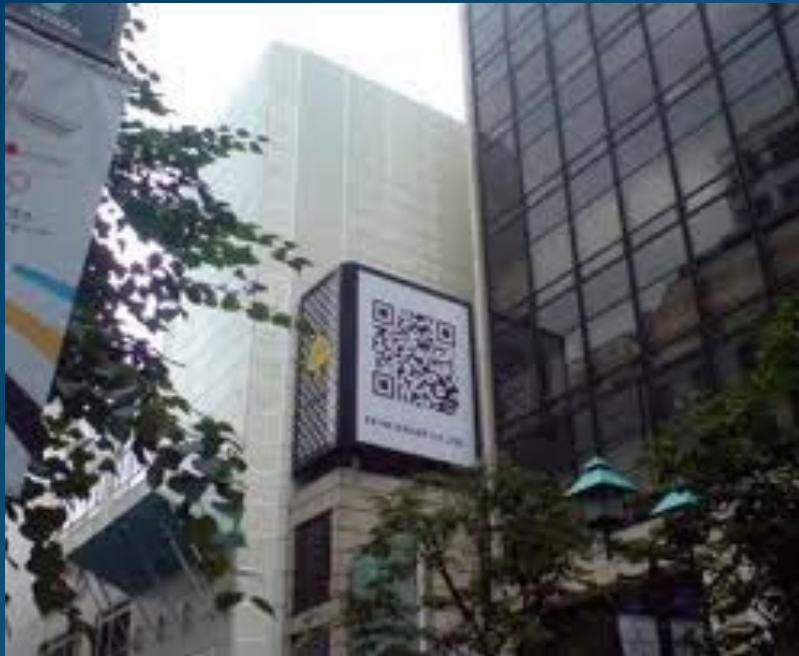


Have access to information from many products



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Participate in live street art



Be guided when visiting and watch webcams of the city



Widely use mobile tickets

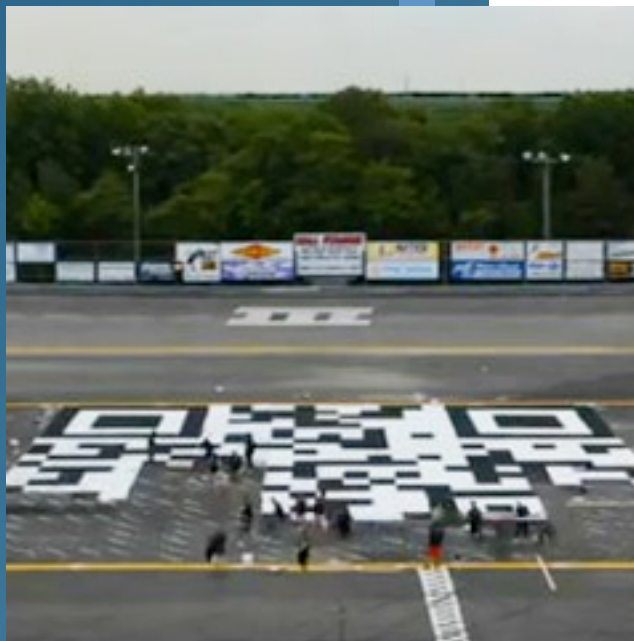


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Talk to trees and plants

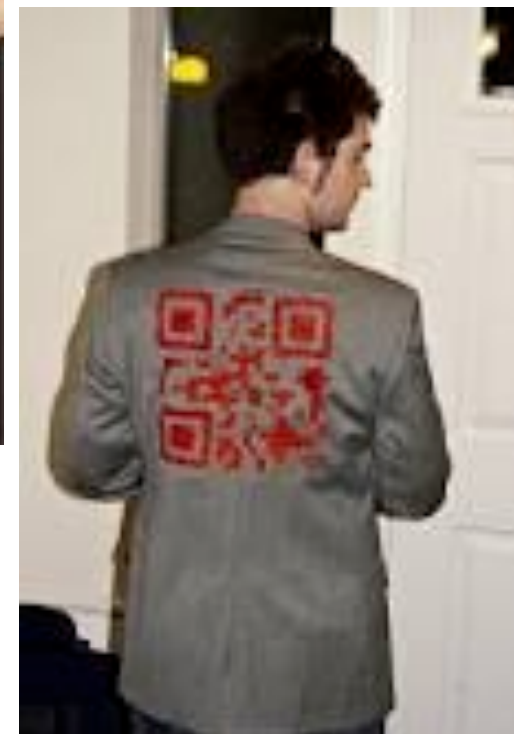


Promote places & businesses in Google Maps



 SCANLIFE

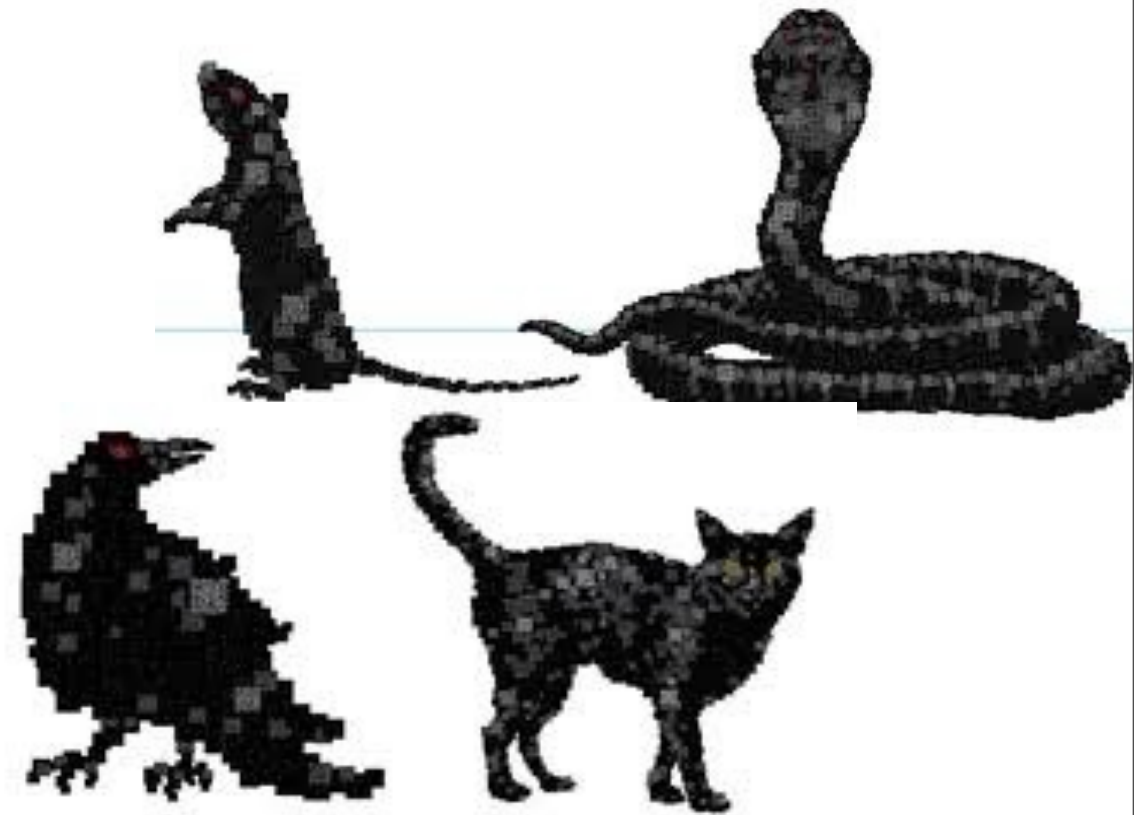
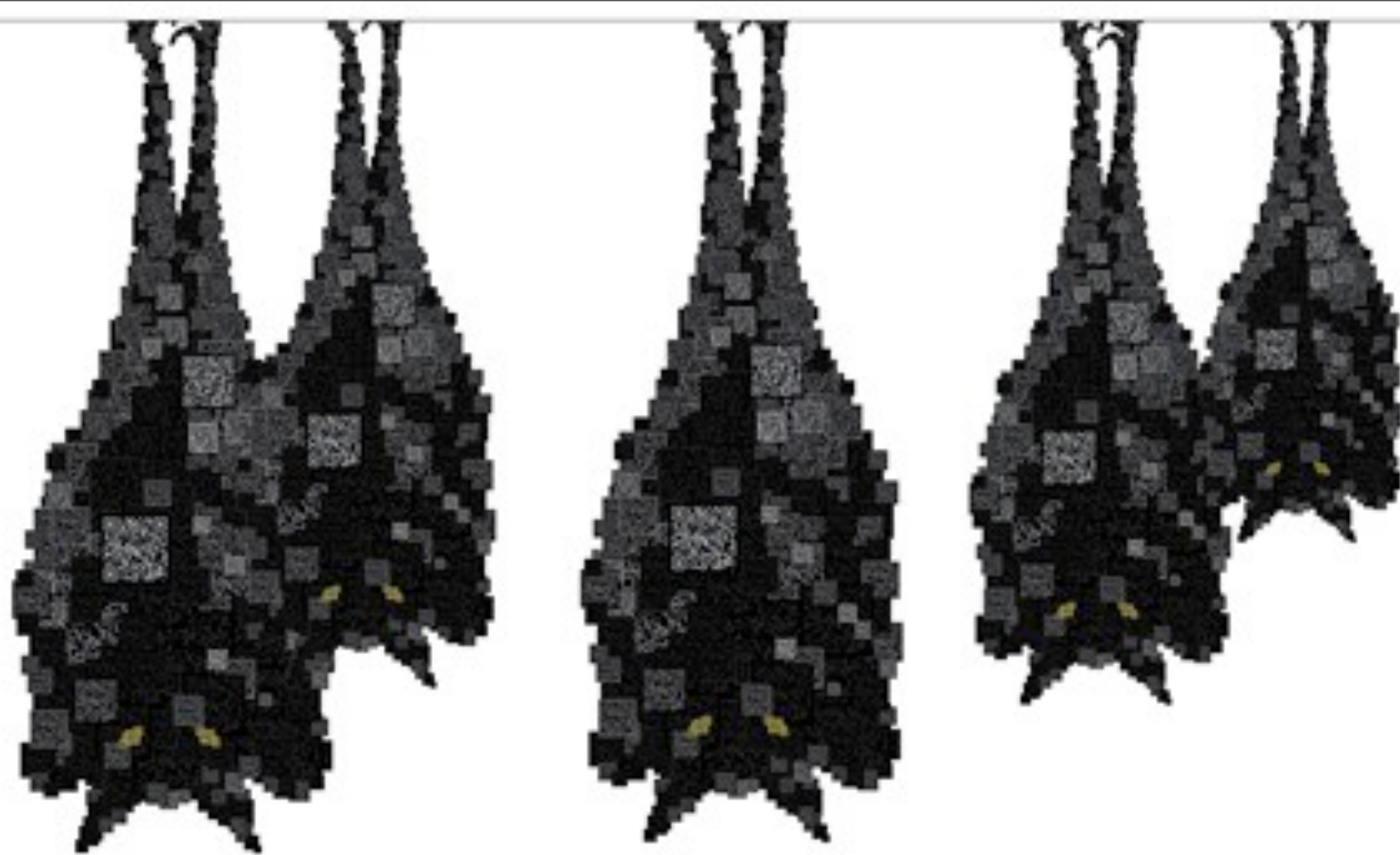
Scan other users and public employees



Play interactive games on the street



Download music from the walls



1. DISCOVER HIDDEN ANIMALS WITHIN THE CITY



2. SCAN ANYWHERE



3. LISTEN TO SONGS AND GET BAND PROFILES ON THE SPOT



4. BUY SONGS DIRECTLY



5. SHARE WITH OTHERS



6. KEEP SCANNING TO UNCOVER MORE HIDDEN SOUNDS

Provide direct Feedback to the city and its businesses

OUT OF 650,000 PEOPLE, HOW
MANY PEOPLE IN BALTIMORE

USE HEROIN?

15,000 10,000 45,000 25,000



(Scan the qr codes to see if you are right)

Please tell us
how we're doing

Use your mobile to scan the code and give us feedback.



HOW ARE YOU FEELING TODAY?

SCAN THE CODE AND LET US KNOW (ANONYMOUSLY) AND TO SEE HOW YOU COMPARE TO YOUR FELLOW BEST BUY COWORKERS



BLOG-16

A BBYOPEN EXPERIMENT. TO LEARN MORE, VISIT [HTTP://BBYOPEN.COM/TAG/MOBILE-CODES](http://bbypopen.com/tag/mobile-codes) OR SCAN THE LITTLE CODE RIGHT HERE.

Redeem coupons when clerk's phone scans code

THE UNIVERSAL BAR RESTAURANT CLUB

Voucher for The Universal

A meal for two, including any starter and main course, plus a glass of wine each at The Universal Bar & Club

Voucher value: £51.00

Voucher code: 125/0454

Valid from 10.11.2010 to 10.03.2011

The Universal, 7-59 Sauchiehall Lane, Glasgow G2 4JD
Tel. 0141 332 8899, <http://www.universalbar.co.uk>
Opening times: Contact for details

1 voucher per two people, multiple may be purchased as gifts, Advance booking required, please have voucher and security codes ready. Voucher valid for 4 months, 7 days a week, excluding 6th-25th December. Pricing includes steak valued at £16.75, this is not on their web menu, however is on the table menu. Does not include service charge. Not valid with other offers



Back \$10 OFF Pchse of \$50 or more

JCPenney

\$10 OFF Pchse of \$50 or more

JCP POS: scan image. If scan fails, enter code below date.

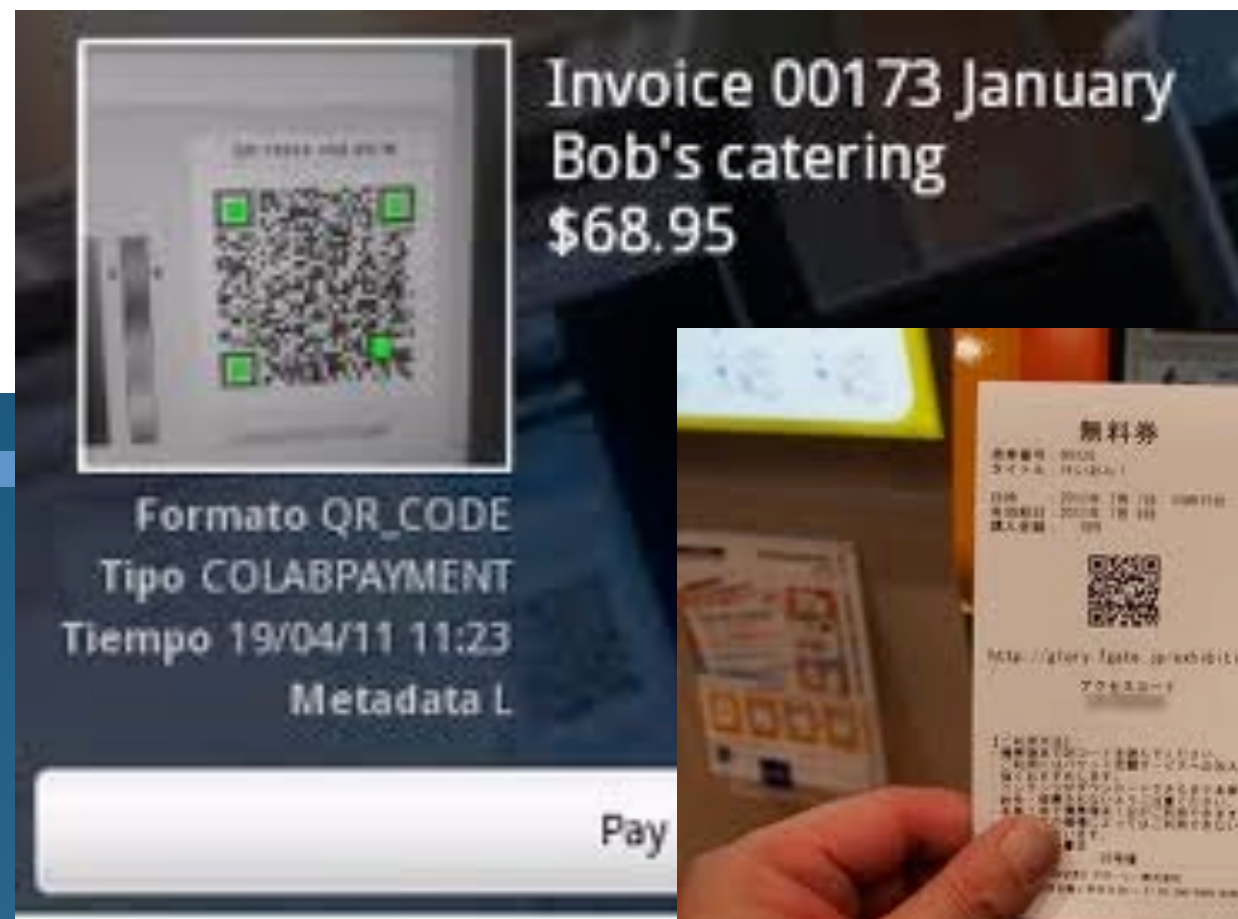
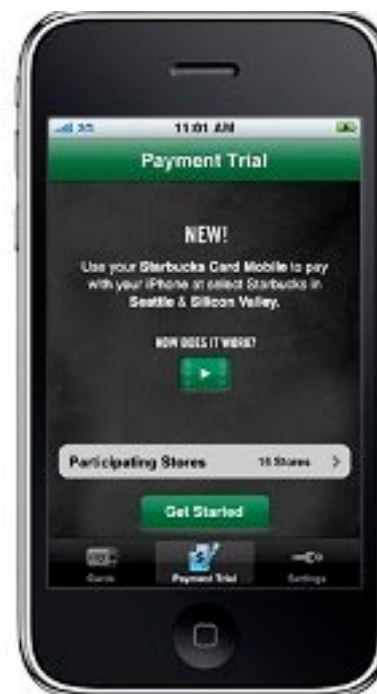


SAMPLE

12:35 PM 09/16/09
0123 4567



Pay with their phones or with a QR on their wrist





SCANBUY



Spørgsmål ver 2.0....

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