

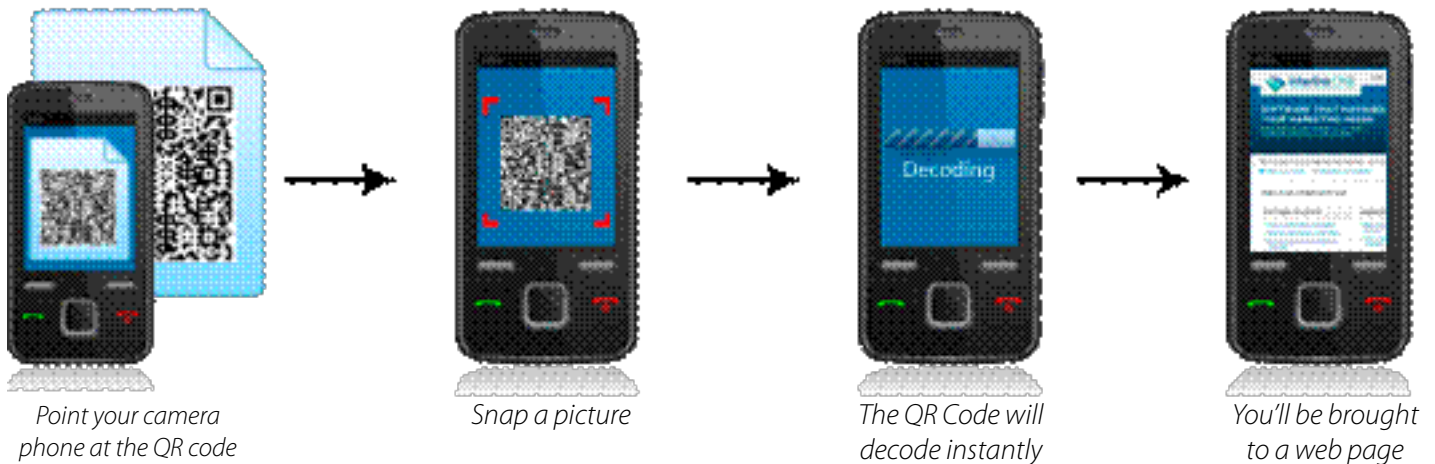
You are QRious!

At DynaGraphic Printing we can easily create QR codes for all your printed material, websites, promotional items and more. We can also provide tracking of responses from the code.

QR codes enable mobile users to jump from printed materials to online content with a click. Drive more traffic to your website, strengthen brand awareness, and make it easy to access information.

QR codes (**Quick Response codes**) are 2-dimensional bar codes that have actually been around since 1994, mostly in Japan and Europe. With the increased adoption of mobile phones, they are rapidly gaining in popularity in the United States.

Here is how it works*



Step 1: A QR code can be placed on a piece of media – it might be a postcard, marketing collateral, clothing, an outdoor sign, educational papers, and more.

Step 2: A person can take a picture of the QR code with their mobile phone, and software on their phone will decode the QR code.

Step 3: At that point, the person will be instantly directed to a website or a landing page. Or they might be presented with a special offer code for a coupon. Or they might simply see a special text message. Combined with personal url's (purls, which allows marketers to engage the customer in a one on one dialogue) a QR code can now be encoded their PURLS to add an additional personal response mechanism.

To put the QR code to use, all you need is a smart phone with a camera, and a QR code-reading application. We know you are QRrious so go ahead, give it a try!

**Need a QR code reader for your phone? There quite a few software programs that can read QR codes. Try one.*

