

SPONSORS



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GOLD



IN-KIND VENDORS





SMS/MMS (Texting)



Mobile Websites



Mobile Applications



QR Codes

SMS/MMS (Texting)



Short msg/response pairs
Coupon codes
Surveys

Works on almost any device
High/fast response rates

Legal rqmts: opt in & opt out

Mobile Websites



Compliment traditional websites
Connect in-the-moment
Provide service/stickiness

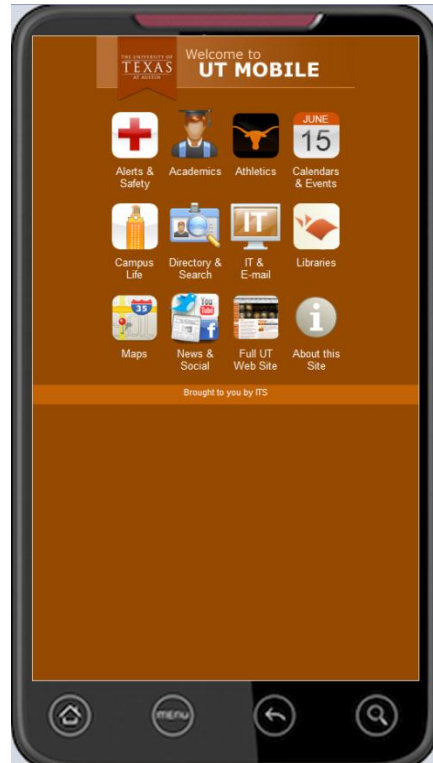
Device differences/constraints
Requires data plan

Explore:
www.mobileawesomeness.com

Same Website on 3 Mobile Devices



iPhone 4G



HTC Evo 4G (Android)



Blackberry Curve

Mobile Applications



Downloaded to mobile device

Browser-based vs “native”

Native may use device-specific HW

- Accelerometers
- GPS chips

Explore:

market.android.com

www.apple.com/iphone/apps-for-iphone

Amazon apps store

QR Codes



2-dimensional scan codes (Japan)

Easy (and free) to create:

- Links to websites
- vCards
- Send an email or SMS
- Launch an application

Readers installed on mobile device:

- i-nigma
- Barcode Scanner
- Upcode
- QuickMark
- Scan Life

Explore:

Kaywa (<http://qrcode.kaywa.com>)

Kerem Erkan (<http://keremerkan.net>)

Generating QR Codes

qrcode.kaywa.com

ID | KAYWA READER | FEED2MOBILE | DATAMATRIX GENERATOR | **NEW:** DOKODARE | PHOTO | LENDORFF KAYWA



Save this code to add it to your blog or your documents.

You can also use the code's [permalink](#), or copy-paste the following HTML code:

```

```

QR-CODE GENERATOR

Content type:

URL Text Phone Number SMS

Content:

URL:

http://

Size: L

Generate!

QR Codes - Keep It Simple!



My vCard



Simplified "meCard"



Shortened link to
thedetailperson.com

More data creates smaller patterns which are difficult for scanners to read.
A URL shortener can create an easy-to-read QR code AND statistics for the channel.

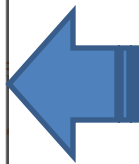
Codes were generated using Kerem Erkan (keremerkan.net)

QR Codes & Branding



Engage *human* readers.

Questions?



Pat Scherer
pat@thedetailperson.com
m.512.415.3473

www.thedetailperson.com

