



ACCESSVIA

Sell More With QR Codes at the Shelf Edge

Intrigued by QR codes? We are too.

With the simple scan of a smartphone, QR codes provide customers with accessible and useful product information right in the palm of their hands. And that's just the start. With integration to your loyalty program, delivery scheduling or other backend systems you can deliver not just information but excellence at the shelf. Go beyond the norm with AccessVia on your side.

AccessVia customers can take advantage of this new trend in shelf-edge marketing by adding QR codes to their existing shelf-edge signs—quickly and easily.

And the best part? AccessVia software dynamically prints QR codes on your signs. There's no need for an image library of QR codes. It's that easy.

With the AccessVia Publishing Platform you can:

- Print a unique QR code on each sign that identifies the product or offer that the sign is promoting.
- Provide on-demand rebates or coupon claims.
- Deliver targeted content to your customers while they are standing right in front of the product.
- Embed store identification into the QR codes and deliver store-specific pricing and promotions or loyalty programs, including cross-sells, up-sells, and package pricing.
- Track buying trends within your stores—know who is standing in what store looking at which product.

The potential is limitless. Consider the below added benefits of putting QR codes on your signs:

- Promote new, unique or featured products.
- Provide deep product information for detailed specs, features and product feature comparisons.
- Display lists of related products or user-filtered suggestions.

- Tell them what other similar consumers are purchasing.
- Link to training videos/information regarding installation, service scheduling required for the product, or complex warranty or service plan information.

Did you know? AccessVia delivered the largest retail deployment of QR codes in shelf-edge signs at Best Buy.

This was made possible by:

- The AccessVia team's nimble approach and support for new technology delivers chain-wide deployment as quickly as any other sign design change. To us, it's just another bar code and we've been printing these, well, as long as they've been around.
- AccessVia Publish Anywhere architecture's retail data integration naturally maintains the connections between products and related content, allowing the seamless delivery of additional, rich product content to the customer at the point of purchase.
- AccessVia tools for content authoring support the rich information necessary to deliver the program.



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CUT COSTS**

Interested? Contact AccessVia Sales Toll Free: 877.456.6544

How To: QR Codes

AccessVia software not only supports assets such as QR codes, it also removes the need to have a library of QR images corresponding to certain products. Instead, the string of 'text' associated with each QR code is maintained with other product information in your database, and from there may be printed as a QR code using just that information. AccessVia uses font technology to render our QR codes allowing them to be dynamically printed, high-performance and scalable.

What makes a "smartphone"?

- Has a browser, camera, and color high-resolution screen
- Includes support and installation for readers and applications
- Adoption of smartphone varies widely with Europe, US and then Asia leading.
- Recent statistics show 38% of US uses a smartphone, but it's projected that the majority will adopt by the end of 2011.
- The most popular devices/OS include: iPhone, Android, BlackBerry, Windows, Nokia Symbian.



How QR codes work on your smartphone:

- Whether a custom or generic barcode 'reader' application, both work about the same
- Install the app software on the phone (varies by phone manufacturer)
- Once the app is running, the camera on the phone will 'detect' the barcode
- The app will 'read' the barcode and retrieve a URL embedded in the barcode data
- The app will launch a custom or generic browser at the URL, taking you to a mobile-oriented website
- If offline, the app will display a message, or maybe show the 'text' of the barcode, normally the URL string

Technical specification for QR codes:

- Size contingent upon the real estate available on your sign or document (for readability)
- Number of lines and character per lines formats the text but mostly affects the size
- Density (resolution), affects readability and the distance required to scan the barcode
- Redundancy of data in the code ensures reliability if the code is damaged
- Distance to barcode, size, density and redundancy of code all will affect 'ease of scanning'

Generic barcode applications:

- Typically focused on 'shopper' apps that allow you to compare prices for same product between stores
- Ease of scanning may vary so compare readers and check for frequent updates
- May take you to application provider back-end website first where you may register, etc.
- May support basic product information and generic reviews via mobile website (see front for details)
- Supports other types of barcodes besides 2-D QR code (typically 1-D codes such as, UPC, EAN, or GTIN)
- Popular Reader Apps include: Neo Reader, Shop Savvy, CLIC2C, Bakoda

Custom barcode applications (typically provided by the retailer):

- Allows controlling the user's experience to coordinate with in-store experience
- Browser normally embedded in the app so users can't 'surf around'
- May have some offline capabilities to build a shopping list, etc.
- Embedded URL will typically include additional information like the store number/name and location of the product in the store
- May provide identity of user's phone so this can be linked to loyalty programs if user has opted in
- May support sophisticated merchandising and servicing via mobile website (see front for details)
- There's no standard application development support for reader software, but there are for mobile websites

Beyond implementing QR codes on your in-store marketing signs, is the importance of mobile website functionality. You want your customers to scan the code and then glean information from the Website you provide. AccessVia's display product line handles this for you so you're more able to cater to the range of devices your customers are using. Implementing QR codes goes hand-in-hand with mobile marketing, and let's face it, mobile commerce is the new standard.

We have exceptional technology that supports every step of the process for a successful and seamless QR code implementation. See AccessVia sales today for more information.

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