

2D Barcodes have been around for a while. You'll find them on everything from clothes labels and perishable goods to electronic appliances. In the UK, they have been used mostly for stock control purposes. They are easier to scan, have built-in error correction and can contain more information than a traditional 1D barcode. The revolution that has been sweeping Japan and the US is about to move into mainstream marketing in the UK: instant access to the Internet.

### Harnessing the power of 2D Barcodes

Lots of companies have mobile sites that are optimised for viewing and interact with Blackberries, i-Phones and other mobile phones. The trouble is, people usually have to type in quite long URL's, remembering to start them with m., or end them with .mobi or /mobile. Some companies also make the mistake of using 2D Barcodes to connect to their 'normal' web site. This is a bit like reading the Sunday Times with a magnifying glass.

2D Barcodes can contain web addresses and phone numbers and lots more besides. Connection to the mobile site is instant and error-free. Put simply, more people will access your mobile site, more often, from more places. With more and more mobile phones supplied with pre-installed 2D Barcode readers, and a positive explosion in the availability of freely downloadable readers for every other phone currently on the market, the barriers to adoption have well and truly come down.

If your audience is important to you, if you have a need for a mobile site, then 2D Barcodes are a must-have.

### Just think...

2D Barcodes will allow your target market to instantly connect to you and your services.

2D Barcodes are widespread and growing in use in the UK. You might have seen them on Pepsi bottles, in The Sun newspaper, even on posters advertising films and television shows.

Imagine someone has picked up a book in a store. They might want to read an independent review, find out more about the author, find out about book signings. A 2D Barcode on the book jacket or shelf will allow that information to be instantly available. Imagine you're on the train and have just finished a book. Wouldn't it be great if you could order the next book in the series there and then?

House buyers often wander down the High Street after hours, browsing the estate agents' windows. Imagine they see a house they like, want more details there and then, want directions to the house, want to book a viewing. A 2D Barcode on the property sheet in the window will allow them to do that instantly.

### Who might use this?

- Anyone who uses print advertising
- Anyone who prints or publishes, e.g. book and magazine publishers, directory publishers
- Anyone who sells anything in boxes
- Anyone with a mobile website
- Media and creative agencies
- Anyone with an imagination and a good idea.