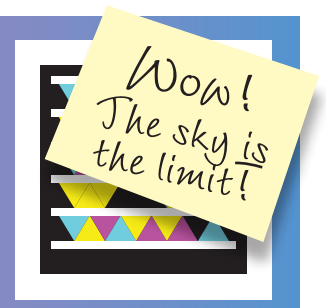




TAYLORMADELABELS

QR CODES, SMART TAGS & LABELS

WHAT THEY CAN DO FOR YOU



4 COLOR PROCESS PRINTING • DIGITAL PRINTING • LABEL APPLICATION SOLUTIONS • IN-HOUSE ART DEPARTMENT

Taylor Made Labels has only begun to explore the reading, generating and printing of Microsoft Smart Tags and QR Codes (Quick Response). With “push” technology, the encoded barcode “pushes” or directs the client’s browser to the website, video clip, etc. We are excited about the possibilities for our customers interested in using smart tags or codes on labels to link the consumer to a website, a coupon or information they wish them to see. You scan the code with your smart phone and it automatically takes you there. Many of the newest phones come with the function built in for reading these codes - other smart phone users can easily download the free reader applications and start using them. We are just starting to realize some of the ways this little code can be a tool for advertising at the basic level where you just link people to a website or a phone number or for a much more complex marketing plan that can be developed by companies who specialize in push technology. We have been successful printing these both with our flexographic technology and digitally on our HP Indigo press (SEE OUR PRINTED SAMPLES).

Some link ideas you could add to a label:

- ANY WEBSITE
- SPECIFIC PART OF A WEBSITE
- ADVERTISING
- PHONE NUMBER or TEXT
- COUPON OR SPECIAL SALE
- PHOTO
- VIDEO CLIP
- BACKGROUND INFORMATION
- MORE INFORMATION ON THE PRODUCT
- GOVERNMENT REGULATIONS
- TRAVEL INFORMATION
- MAPS



FOR MORE INFORMATION, TRY THE FOLLOWING LINKS and see how your future might include using smart tags and labels - the sky is the limit! These are just a few:

Best Site for 2D Information: www.2d-code.co.uk

Readers and generators: <http://tag.microsoft.com>; <http://qrcode.kaywa.com/>; <http://www.mobile-barcode.com/qrcode-software/>

Wikis on 2D Barcodes (QR, 2D, Microsoft Tag):

Microsoft Tag: http://en.wikipedia.org/wiki/High_Capacity_Color_Barcode or

QR Codes: http://en.wikipedia.org/wiki/QR_Code

Bar Codes (overall): http://en.wikipedia.org/wiki/Barcode#Matrix_.282D.29_barcodes

Information on 2D code applications:

<http://2d-code.co.uk/ceo-3gvision-interview/>

<http://2d-code.co.uk/three-rules-of-qr-codes/>

<http://www.mobile-barcode.com/links/>

Microsoft Tag: <http://tag.microsoft.com/consumer/index.aspx>

Best Site for 2D Information: www.2d-code.co.uk



CODES CAN BE CUSTOMIZED!
CHECK IT OUT AT <http://tag.microsoft.com>



TAYLORMADELABELS • 17252 Pilkington Road • P.O. Box 2189 • Lake Oswego, Oregon 97035

503.699.5000 • Fax: 503.699.0408 • 800.878.8654 • www.taylormadelabels.com • info@taylormadelabels.com