



**SCAN QR CODE**



**MOBILE CONTENT**  
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# QR Code Technology

## QR Codes: Defined.

QR Codes act as mobile shortcuts to websites, discount coupons, videos, and other content utilizing your smartphone's camera. In turn, this allows your printed material to become dynamic and interactive.

## QR Codes: Dynamic & Interactive.

A QR Code can link you to business building content when used properly. Offer discounts, introduce your business through videos, or have a quick, easy way for people to register for an event. The possibilities are yours for the taking.

## QR Codes: Benefitting You.

The best part about a QR Code is that the information isn't static. At any point, the content of the links to can be changed, thus creating a need for the printed piece to be held on to or even shared with others. Reach the demographic your business is aiming for while staying relevant and cutting edge.

