An Idea To Deliver More Marketing Impact

THE TRU ART PRODUCTS YOU SELECT FOR ADVERTISING CAN BE MORE INTER-ACTIVE AND HELP YOU ENGAGE MORE WITH YOUR CUSTOMERS

HERE'S HOW:

INCLUDE QUICK RESPONSE CODES or CREATE AN AUGMENTED REALITY Experience With YOUR ADVERTISING IMPRINT

- Tru Art's creative staff can help you in all aspects of developing and implementing QR codes or creating the Augmented Reality experience that combines real and virtual, computer-generated worlds.

- Quick Response (QR Codes) are image-based and your unique URL, (web address), is encoded into the QR illustration. Your QR code, when scanned by your customers' smart phones, will take them to web-based pages where you can tell and demonstrate with images or videos more about your business. Once you've brought your customer to your website, you can further define the benefits of your products and services, announce and promote sales offers or emphasize special events.

- Augmented Reality (AR) means your ad copy, custom picture or logo can be captured/ scanned by your customers' smart phones and the real world will be "supplemented" by computer-generated input such as sound, video, graphics or information. These AR applications can be highly interactive, fun and for the advertiser – persuasive. With AR, customers can 'virtually' experience remote location collaboration, training & education, showcase product use or placement, or take a tour of a home for sale or be guided through the capabilities of a manufacturer's facility.

- Tru Art can develop and prepare Quick Response Codes (QR) that will be part of your imprint or product design; and we can coordinate the applications of images, copy or logos that become the gateway to Augmented Reality (AR) -- taking customers to new and powerful connections with you and your business!

Your scanable image could look like this.

QR codes are not limited to the "puzzle" design commonly shown. Logos and entire page designs can be encoded to be scanned by smart phones taking customers to websites with further information about products, services, special events, offers and other benefits.

Tru Art's staff will help in developing these unique and attractive QR code designs.

For general information & art requirements regarding all calendars see pages 152-160.
G For icon definitions see page 4.