

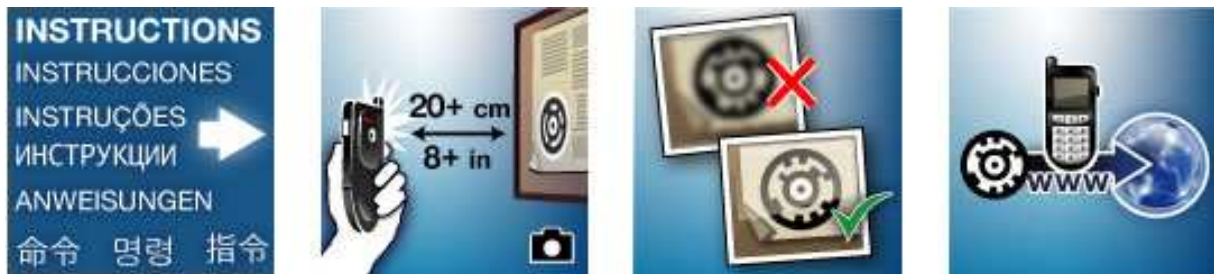
**Useful links:**

- <http://www.flickr.com/photos/shotcodedemos> (cases per industry)
- <http://www.op3.com/booreiland> (demonstration movie download)

**ShotCode technology explained:**

Through a small program on the mobile phone, the mobile phone is transformed in a scanner. The program can be installed by SMS. After scanning the ShotCode (=barcode especially designed for the mobile phone), the phone opens the browser and connects with the right URL. ShotCodes can be used on any printmaterial. A detailed demonstration movie can be found on [www.shotcode.com](http://www.shotcode.com).

- Any mobile internet address (no matter how large the URL) can now directly be accessed within 1 click



**Selection of the companies which have already created ShotCodes:**

Direct	
Resellers	
Brands	
Telcos & handsets	

**Cases in pics:**

For a detailed list how you can use ShotCodes in various industries, please see: <http://www.flickr.com/photos/shotcodedemos>

**Cases in text**

**Automotive: book test drives instantly**

Book test rides directly through your advertisements. ShotCodes provide the links to local car dealers and consumers can instantly book a test ride with the car of their choice. Provide your customers with branded content right on their phone and get instant feedback about the quality of service. All via a simple ShotCode.

### **Show your customers that they are special**

Use ShotCodes to provide exclusive content only visible to your customers such as free music, ring tones, video, games, concert tickets or any other product you can imagine. If consumers outside of your customer base scan your ShotCodes they are made aware that the only way to consume this content is to become a customer of yours. Exclusivity counts.

### **Food & beverage: Talking beer coasters**

Communicating with your target audience where they consume your product, that is what targeted marketing is all about. Beer coasters with ShotCodes printed on them let you interact with pub visitors across the globe. Drive attention for your brand by providing scan & win type games, create a social feeling around your brand by launching social linking, integrate your Facebook advertising profile for example. Don't just sell your product at the pub, interact with your customers right there through ShotCodes.

### **B2C brands: Instant gratification sweepstakes?**

Allow your customers to partake in sweepstakes on impulse and provide them with their winnings right at the point of sale. *Coca Cola* paved the way for this in Mexico using their Sprite brand. Consumers scanned ShotCodes right off of 600 ml Sprite bottles and were instantly rewarded with free pizza`s and DVD rentals (through a mobile coupon). Through a mobile coupon, participants could directly claim their prize at the participating outlets (Domino`s and Blockbuster). Relatively seen ShotCode usage outperformed the supporting SMS campaign.

### **ShotCode businessmodel:**

ShotCodes are being sold through an automated system. Any company can now instantly buy ShotCodes at any point of time.

Prices of the ShotCode accounts are:

- Account A: 10 ShotCodes for € 50,- per month (unlimited prints & unlimited scans)
- Account B: 100 ShotCodes for € 100,- per month (unlimited prints & unlimited scans)
- Account C: 500 ShotCodes for € 150,- per month (unlimited prints & unlimited scans)