

# AccuLink is unlike any other print related business you will encounter.



We have been at the forefront of innovative printing technologies since 1980, and are true pioneers in the advancement of integrating traditional printing services with multichannel communications. Though our core business relates to printing, bindery and mailing services, we are also leaders in the fields of variable printing, eCommerce platforms and marketing related services. A few years ago we

took a long hard look at our overall business strategy to determine how best to serve existing clients as well as bring in new business. Visit our recently updated web site [www.acculink.com](http://www.acculink.com) to learn more about our new offerings.

We still deliver a powerhouse of manufacturing (print, bind, and mail) but the real magic is how we weave our technology and marketing expertise into the solution.



*acculink*<sup>®</sup>

# Rethink how you link to your customers. Small is the new BIG.

Palm Suites  
of Atlantic Beach

## TRAVEL BROCHURE

2-D bar code directs user to the travel location's website.

## GAME/EVENT TICKET

2-D bar code uploads a coupon code to the user's cell phone that can be used at local sporting goods store for a 20% discount on merchandise.



Scan this code with your mobile phone to receive exclusive rate information. Go to [seclink.mobi](http://seclink.mobi) to find out how.

[www.palmsuites.com](http://www.palmsuites.com)



on 2009 Cobalts.  
Or 0% for 60 mos. (WAC.  
(See dealer for complete details.)

## WHEN WE FIND YOU CHARLIE...

### ... just log on and you'll get:

- A chance to win a Family Entertainment Package including a Flat screen TV, Xbox360, and DVD Box Set.\*
- A chance to win a Set of Tires for your Car!\*
- A \$20 Gas Card with any service on your current vehicle.\*\*
- A **NO COST**, 5 minute appraisal on your current vehicle.

We will buy your car whether you trade with us or not! Simply drop by and get all the details.

\* Winner determined from number of entries on internet site. No purchase necessary. Void where prohibited. Winner to be notified by email.  
\*\* Excludes oil changes. See dealer for complete details.

[www.CharlieGravesNeeds.com](http://www.CharlieGravesNeeds.com)

## BUSINESS CARD

2-D bar code generates a unique vCard that automatically uploads contact information securely into the user's contact management database.



**CHARLIE GRAVES**  
298 Corporate Way Anywhere, NC  
mobile: 123.456.7890  
email: [charlie@contact.com](mailto:charlie@contact.com)  
web: [www.b2vcards.com](http://www.b2vcards.com)





1



2



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### 2-D BAR CODE IN ACTION

**Step 1:** User scans 2-D bar code from table tent, reader decodes content and instantly uploads a text message listing current business promotions.

**Step 2:** At landing page, user can access a coupon for special offers by clicking on the link shown.

**Step 3:** Campaign Manager can now track visits to the URL and see how successful the campaign was. *Note: They can also create two or more unique 2-D bar codes and track responses to each, thereby seeing which offering is more effective.*

Imagine the possibilities of how you can reach your customers in new and unique ways. It can help drive in repeat business and great word-of-mouth advertising. Takes personalized communication to a whole new level!



One small code can contain so much more than meets the eye! 2-D bar codes are an old technology that's finding new purpose in mobile communication. As we watch the trends, we take technology, reinvent it and in the process, keep you one step ahead of the competition.

Users with a camera phone equipped with the correct reader software can capture the image of the two dimensional bar code and link instantly to a programmed URL. It's as easy as snapping a photo of the desired two dimensional bar code, the reader 'scans' it and the content will be instantly delivered to your phone in a matter of seconds.

#### PURL POSTCARD

- 2-D bar code directs user to a gURL landing page advertising car dealership's current sales promotion.

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weputitalltogether.



Two dimensional bar codes have come a long way from their original usage in vehicle manufacturing. They are now starting to be used in convenience-oriented applications aimed at mobile phone users (also known as mobile tagging). Two dimensional bar codes storing addresses and URLs have appeared in magazines, on signs, business cards, billboards, even coffee mugs and t-shirts - just about any object that your customer might need information about. This URL can be a web address, a link to download an MP3, dial a telephone number, or auto-fill your email client with a sender address.

Keep in mind, two dimensional bar codes are only as effective as their underlying application.

- How do I generate unique, application specific two dimensional bar codes?
- Where does the two dimensional bar code link take me?
- How do I manage what's at the other end of that link?
- Who actually responded by using the two dimensional bar codes?

**At AccuLink, we have the answers to these questions and more.**

**Rethink how you link to your customers.  
Let us show you how!**

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