



Solution: Microsoft Tags

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Point. Snap. View. With a Microsoft Tag it really is just that simple. In an extended effort to offer solutions to their customers, various Consolidated Graphics companies have been promoting Microsoft Tags, a form of QR tags, as an additional marketing tool to their customers. According to the President of Westland Printers, Matthew Flippen, "More and more marketing campaigns are involving cross media platforms. Additionally, our client's customer base is shifting to Smartphones as their preferred method for receiving and sending information. Microsoft tags are a way of meeting the demand to instantaneously receive comprehensive information with just the click of a button. Here at Westland Printers we are committed to staying ahead of this amazingly fast moving trend with solutions for our customers such as the Microsoft Tags". The easy to use two dimensional barcode technology of the Microsoft Tag can be offered to our clients as a new solution that has the potential to not only give an added dimension to a printed piece by serving as bridge from print to online media, but help them track how effective their advertising efforts really are.

Quick Response or QR codes are two dimensional black and white barcodes designed to be read by cell phone cameras and direct the user to additional information via their mobile web browser. Designed as a mass marketing tool, QR tags have been used by the Japanese since 2005. In January of 2009 Microsoft launched their proprietary take on QR codes in North America. Rather than boring old black and white codes, Microsoft developed a High Capacity Color Barcode (HCCB) - a barcode that uses colors and triangles to store data. Essentially, both QR codes and Microsoft Tags are web links that when read by the application will connect you to an internet server and the additional information intended.

The best part about QR technology is how simple it is for both the creator and the end user. Additionally, Microsoft Tags are free to create and use in its current Beta version. Downloading the application is as easy as going to <http://gettag.mobi> on your mobile device's web browser and following the step by step directions from there. After downloading the application users are able to snap a tag and be instantaneously connected to internet content such as videos, product information, and promotions. Creating the tags is just as easy as following a few simple directions found at <http://tag.microsoft.com>. All that is required to create a tag is a MSN account (which is free of charge) and a valid URL to link the tag to.

Aside from being cool and easy to use, these little tags have the ability to once again change the way we use the media. Microsoft Tags can be used in a variety of different instances. Examples would include placing a tag on a billboard that will lead customers to directions to a store's nearest location, or inserting a tag on movie poster that leads to the trailer for that movie. Golf Digest and Get Married are some of the first magazines in the United States to use Microsoft Tags. Golf

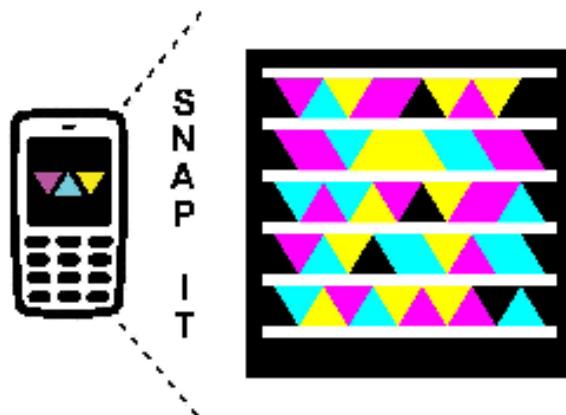
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Digest has incorporated Tags to bring you directions that show you how to improve your golf swing. This allows them to add an all important visual dimension to their magazine. Get Married Magazine uses tags to lead brides to more information about products and vendors, adding an interactive element to their otherwise traditional publication. Overall, Microsoft Tags have the ability to expand the amount of information marketers are able to convey to their audience and add a special touch to their marketing materials.

The moment a user clicks on a tag that information is sent directly to the creator of the tag in real time. Microsoft Tags generate valuable feedback for the creator by tracking the effectiveness of their marketing campaigns. Microsoft Tags have ability to track how many people are responding to a certain tag, when they are responding to it, and where they are responding to it. Peter Trate, a Leadership Development Associate at Westland adds, "As a company committed to providing solutions and increasing our clients' market share, Westland Printers will offer the Tags to our clients in an effort to answer the many times very difficult question of exactly which advertising is working for them".

The Microsoft Tag is a marketing solution that easily enables marketers to share and consumers to access useful and entertaining content. This technology has the opportunity to truly connect print to mobile online media, and the data tracking capabilities of the program are undoubtedly a far greater value than the cost- FREE. So why not try it out now? Download the application on your Blackberry and snap the tag below!



Get the free app for your phone at
<http://gettag.mobi>

Try out this tag! It will take you to the Westland Printers home page!

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