



Scan and Go
www.ScanAndGo.co.uk

21 REASONS

1. Connect your printed catalogue to your mobile web site with a Scan and Go tag. A good example would be an art gallery. Put a Scan and GO code next to an artists work. People could scan the code and watch a video of the artist explaining the techniques used.
2. Put a Scan and Go tag containing your business contact details on your business cards. Printing your cards with a Scan and Go tag on them will help your new clients and contacts quickly enter all of your details onto their PDA's or mobile phones without having to type them in manually.
3. Put a money-off voucher in a Scan and Go tag which is printed in your advertisement. This is a simple way to enable your customers to gain immediate benefits from your advertisement and will enable you to track the effectiveness of the offer by the number of scans and impressions.
4. Enhance museum exhibitions by providing Scan and Go tags on exhibits which link to extra content on the subject. A Scan and Go tag can link a visitor's mobile phone directly to extra content on your mobile web site such as video or podcast. This will benefit the visitor and help you provide more interactivity without having to buy lots of extra audio visual equipment.
5. Place Scan and Go tags on products to provide extra information. If you want to get more information (e.g. nutritional information, or care instructions for clothing) on your packaging then a Scan and Go tag will be able to do this for you. Place them on book covers, food labels, or magazine articles, for example.

6. Use a Scan and Go tag as an electronic ticket for a show or event. Enable your customers to book a space immediately at your event or show through their mobile phone when they see an outdoor advertisement or printed advertisement. Or send them an individual Scan and Go tags to their mobile which acts as their pass to enter the event when you scan it.
7. Provide links to details of public transport arrival and departure times at bus stops. One small Scan and Go tag could provide a link to a mobile version of timetables.
8. Use a Scan and Go tag to collect customer mobile phone numbers or email addresses to build a mailing list. Set up your Scan and Go tag with short code or number which customers reply to containing their email address or mobile number.
9. Build a treasure hunt to encourage visitors to walk to interesting sites in your local park, shopping centre, village, town, or city. Link different locations together with clues which are only available through the Scan and Go tags. In this way, you can provide a cheap way to generate interest in your area without the need for expensive installations.
10. Use a Scan and Go tag as digital signature for received goods. Ask your customers to scan the tag using their mobile phone to accept a delivery. They have a record and you have a record.
11. Put a Scan and Go tag on your web site to provide a quick link for viewers to your mobile site. Save your customers time by enabling them a quick link to your mobile site so they don't have to type the URL into their mobile phone.

12. Place a Scan and Go tag on the back of a book to provide more details about the author, their other books, and links to eBook and audio book versions. If you need to make the space on your books work harder to sell them, this could help you add value to their experience.
13. Use a Scan and Go tag on posters outside local bars and restaurants to provide quick dial capability to a taxi company for customers. Fiddling about with your mobile after coming out of the pub is made easier when all they have to do is Scan and Go which autodial the taxi company.
14. Use a Scan and Go tag to provide your location to a breakdown service. The GPS in your mobile could pinpoint your location to a rescue service and help them to reach you faster.
15. Use Scan and Go tags to provide lots of movie information from a small advertisement. Connect customers to their nearest cinema and enable them to book tickets when they see the advertisement for the film on a poster.
16. Use Scan and Go tags on 'Property for sale' or 'To Let' signs to provide instant information to prospective buyers. It's a cheap and simple way to get information to buyers who are house hunting and want details quickly.
17. Use Scan and Go tags on shelves in stores to provide menu ideas next to ingredients. Shelf space is limited so why not use the space on a customer's screen to help them buy more products by showing them a list?
18. Use Scan and Go tags on products in shop windows to provide out of hours details to customers and special offers. Don't let window shoppers pass your shop by when it is closed. Give them a deal to buy your products through their mobile phone on your mobile web site.

19. Provide a Scan and Go tag link to a weekly instalment of a book through a book in a newspaper or magazine which is only readable through a mobile phone. Do a deal with a newspaper or magazine to provide an interactive book to their customers which is scanned from a tag.
20. Use Scan and Go tags on golf courses to provide interactive details about tees, fairways, bunkers and greens onto a player's mobile phone. It's an easy thing to do and you can monitor the location of golfers as they proceed around the course.
21. Use a Scan and Go or tag on a necklace or fob as an identifier for lost children at an event. A quick scan of a tag will enable show organisers to call your mobile to let you know they have found your child.