SCANLIFE

SIMPLE STEPS TO ACTIVATE A SCANLIFE 2D BARCODE PROJECT

SCANLIFE

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Introduction

The following provides detailed information on how to create a business campaign using the ScanLife code management platform from start to finish.

If there are any additional questions after reading this document, please feel free to contact us:

support@scanlife.com

212.278.0178

Step 1: Create an Account

Register for a Business Account at www.scanife.com/cregister

1. Provide your account information
2. You will receive an email to confirm activation
3. You will receive another email to initiate pricing (includes a 30-day free trial)

A dedicated ScanLife account includes a specific number of codes, scans and complete analytics data.

ScanLife will work with you to find pricing that is relative to the scope of the project (reach, business vertical, media usage, etc.)

Step 2: Choose Code Action

ScanLife's 2D barcodes activate any major function on the mobile phone. Choose the codes that are best for you:

Web Code
The phone's browser will open and the ScanLife server will redirect it to a URL of any length.

SMS/MMS/Email Code
The user can send a pre-determined message, and receive an appropriate response.

Call Code
The user automatically makes a call to a pre-determined number.

Contact Code
User can save contacts in their phones' address book.

Calendar Code
The user can save an appointment or event to their phones' calendar.

Note Code
The user receives a short message in the application which can be saved and viewed at any time.

Menu Code
Multiple code actions can be combined into one menu to choose from.

Lotto Code
This code uses the number of scans to give the user an instant win experience.

Twitter Code
The user can post a pre-programmed message to their Twitter account.

Step 3: Create Code
Creating Codes

1 Click one of the action icons within the "Create Codes" box.

2 That will take you directly to the data entry page for that action. Enter the specific data.

3 By opening the Advanced Options pane you can also edit the Start Date and End Date and choose which folder the code will be created in.

URL Tip:
Try to use a mobile formatted URL for the best user experience. Please contact us if you need assistance with mobile content.

Example:
Standard:
www.facebook.com

Mobile-friendly:
m.facebook.com

Step 4: Download the Code

Image Format

When you are ready to download your code, choose from the available formats; JPEG, PNG, or BMP.

- JPEGs and PNGs are suitable for both print and screen resolution.
- BMP has the most detail

Image Size

Choose the Image Size of the barcode:

- Large = 500 x 500
- Medium = 300 x 300
- Small = 130 x 130

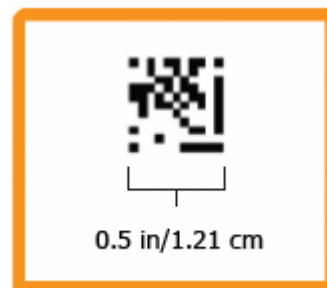# Step 5: Publish the Code

Technical Guidelines for Publishing Codes

Size & Dimensions

Minimum Size: 0.5 in/1.21cm

Maximum Size: Unlimited

The dimensions must stay square, any compression will result in a failed scan.
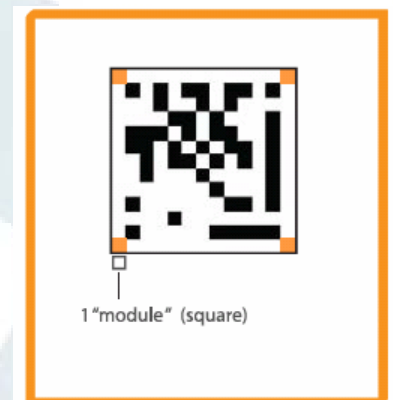
Note: Recommendations made for standard camera phones without advanced auto-focus or macro lens.

0.5 in/1.21 cm

Border Options

Codes should have at least (1) "module" (square) of free space on all sides.

The space should be the same as the background color.

1 "module" (square)

Default ScanLife Border:
The generic ScanLife border includes a **mobile icon** and the **ScanLife name**. This graphic is widely used to indicate that a mobile application is needed.
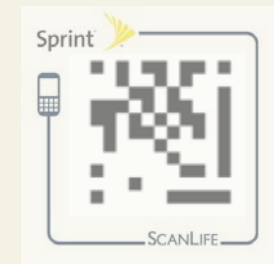
A high-res graphic is available from the Help section

"Co-Branded" Border:
You may also consider using a "co-branded" border which includes the generic graphic and your brand mark or logo.

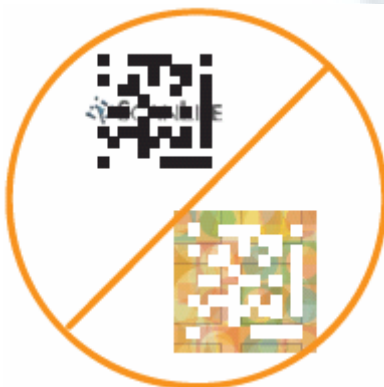*A high-res graphic is available from the Help section*

Color

There needs to be sufficient contrast between the EZcode color and the background color for the code to be read.

Note: Scanbuy strongly recommends using any combination of black and white, as colors can reduce the chance of a successful scan.

Other Visual Restrictions

- Do not place any background images behind the code
- Do not place non-solid texture behind the EZcode

Mobile Application Download Instructions

The ScanLife application is available on every major download portal, however there are two centralized download methods that are provided for all code publishers:

- Go to www.getscanlife.com from the mobile browser
- Text SCAN to 43588

The following provides some recommendations on how to communicate the download process:

Limited Space
"To read this code, download ScanLife for free. Text 'SCAN' to 43588 to begin."

More Space
1) Text 'SCAN' to 43588, download the free barcode reader application
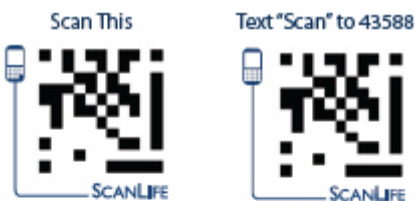2) Launch ScanLife, scan a code and get access to content

Disclaimer Language:
Mandatory: Standard data rates may apply
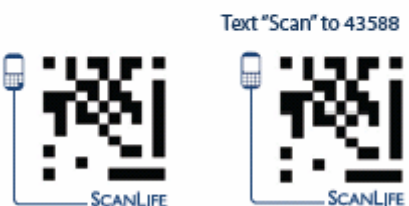Optional: Available on select web enabled camera phones
Optional: Go to www.scanlife.com for more information

Example Images
Below are some examples of how you can communicate how to use the ScanLife application:

Demonstration Image

Please note that we have updated our SMS short code from 70734 to 43588

LIMITED SPACE

MORE SPACE

Text SCAN to 70734 to download the free ScanLife application Then scan the code to get exclusive content from A Cursive Memory

MORE SPACE

Tips for Utilizing 2D Barcodes

2D codes are new technology, so the following tips are meant to provide some initial direction to help ensure a better consumer experience in market.

1. **Content is Key!**
   One of the key advantages of 2D codes is that they can be portal to infinite number of unique ideas, but remember that there must so some value and relevancy for the user. When creating a code, consider the following benchmarks:
   - Provide current information and make it mobile relevant
   - Deliver unique access to content which may only be available through a code
   - Keep it simple, but engaging

2. **Clearly Communicate How and Why to Scan a Code**
   Communicate a simple call to action to scan a code with the camera phone. Giving an incentive to scan will always generate better results:

3. **Integrate Codes into the Overall Message Flow**
   Think about codes as a way to extend one medium to another. Using codes as a seamless transition will offer a better user experience from one place to the next. Research has shown that more interest is generated by using codes in multiple locations.

Step 5: Manage Codes
Editing & Reports

A great deal of data is collected from every scan which allows you to measure performance and send relevant content based on the data collected.

Tip: Use different codes to determine when your audience is most receptive and what type of content and messaging they're most interested in.

Click on the "Reports Tab" in your account to access all of your data from the ScanLife platform.

Data collected:
- Number of Scans
- Number of Unique Users
- Date/Time of Scan
- Name of Code Scanned (for unique location)
- Demographics (Age, Gender, Income, Home Zip Code)*
- Handset Type
- Carrier Type
  * When available

Group by:
- Day
- Week
- Month
- Or a custom range