



# SCANLIFE

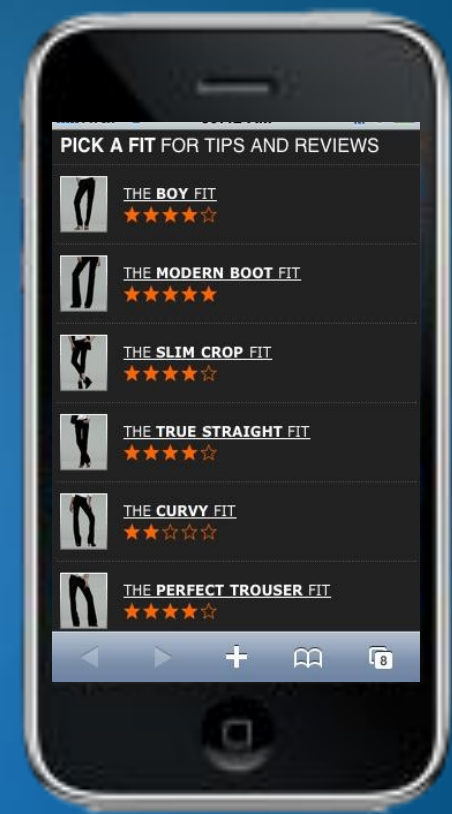
THE COMPLETE MOBILE BARCODE SOLUTION

*RECENT CAMPAIGN EXAMPLES*

Powered By



SCANBUY



GAP has placed codes on direct mail and in retail to give shoppers exclusive video from the designer and info to help pick the right style.

# Arizona Diamondbacks



**SCAN THIS DIAMOND**

Scan\* this QR Code with your Smartphone to be sent an offer for half off lower-level tickets to the upcoming D-backs vs. Dodgers game.

**AND GET GREAT SEATS FOR THIS ONE!**

\*To download a FREE 2-D code reader, simply visit [GetScanLife.com](http://GetScanLife.com). You may also visit [dbacks.com/heritage](http://dbacks.com/heritage) to take advantage of this ticket offer.

**PREFERRED PRINTER OF THE ARIZONA DIAMONDBACKS**

A code on a direct mailer linked to a special ticket offer, and saw a 6% response rate.

# Zumiez Sports



Print ads linked to exclusive video from skateboarder Jack Mitrani

# Restore the Gulf Petition



Code linked to a petition sign up page and a celebrity video



## Play it up.

Entertainment Apps. Let your inner gamer, social butterfly and music lover rejoice.



### ScanLife

Just one click and the world comes to you. When you see a black-and-white QR code, simply snap a picture of it with your camera phone to get more information about the selected app. No sending, no typing, no searching. Text "SCAN" to 43588 for the ScanLife code reader.



### NFL Mobile

Live streaming video of NFL games and full NFL Network coverage. Get access to the season's full schedule.



### Madden NFL 11

Select from the biggest playbook Madden NFL has ever made for mobile. Match up all 32 NFL teams with updated rosters.



### V CAST Media Store

Find apps for entertainment, productivity, travel, navigation and more, plus the latest music and games, online at [verizonwireless.com/mediastore](http://verizonwireless.com/mediastore). It's your one-stop shop for everything you need to inject personality into your phone.



**V CAST Tones**  
Buy tones on your phone.



**Flight Control by Namco**



**Slacker Radio**  
Radio customized just for you.



**Bejeweled**  
Get hooked on this puzzle game.



**Social Beat**  
Social networking on the go.



**Shazam**  
Hear a song. Get info instantly.



**Surviving High School 11**



**Need for Speed Shift**  
Mobile racing.



### V CAST Video On Demand

Live college football and full episodes of your favorite shows. See page 25 for pricing. [verizonwireless.com/vvideo](http://verizonwireless.com/vvideo)



### Become a gridiron gladiator.

This fall, NFL games will burst from your phone in living color. With up-to-the-second scores and live action as it happens. From Madden NFL 11 to NFL RedZone coverage of Sunday afternoon games with NFL Mobile - a Verizon exclusive - we've got your football fix. V CAST Video On Demand subscription required for video content.

Direct mail and in-store collateral from Verizon

# Oprah Magazine

ADVERTISEMENT

## fall FOR SOMETHING IN THIS SECTION?



Click the bar code featured next to each product to purchase, access product information and more! It's simple. Just follow these steps:

1. Go to [www.getscanlife.com](http://www.getscanlife.com) using your mobile browser or text SCAN to 43588 from your mobile device to download the free barcode-reader application.
2. Launch the application to scan any of the featured codes.
3. Scan a code and start shopping!

Standard data rates may apply. Available on select web-enabled camera phones.



### 1 Flat Out Fabulous

Our flats are made with hand-finished beadwork, exclusive finishes and other delightful details—all to keep you (happy!) on your toes. Ballet flats starting at \$96. For more information, visit [bananarepublic.com](http://bananarepublic.com).



### 2 dressbarn

It's a warming trend! Whether you're looking for the latest fashions or classic styles, dressbarn is The Sweater Source. You'll find exquisite stitch details, rich textures and bold hues in hundreds of silhouettes! For a store near you, visit [dressbarn.com](http://dressbarn.com).

ADVERTISEMENT



### 3 New, Advanced Night Repair Eye

20 patents worldwide

All the revolutionary repair of our #1 Serum. You'll see a reduction in the look of fine lines, wrinkles, dark circles, dryness, puffiness and uneven skin tone. 1.5oz., \$49.50



### 4 Full-Figure Side-Shaper Underwire Bra

Feel gorgeous and comfortable all day long with this supportive bra. The invisible side shaping and seamless cups provide coverage and a smooth, beautiful profile. Plus, the leotard-style back and cushion straps provide stay-in-place comfort. See the entire collection at [vassarette.com](http://vassarette.com).



### 5 Eucerin

The daily effects of air quality, climate changes and even emotions can affect your skin's health over time. That's why New Daily Skin Balance Skin-Fortifying Body Lotion is much more than an moisturizer. It's a scientifically advanced formula with a unique combination of ingredients that strengthens and supports your natural skin barrier.



### 6 Degree

Infuse a touch of nature into your every day with Degree Women Naturals effects antiperspirants, deodorants and matching body mists. Available in Orange Flower & Cranberry, Olive Leaf & Pink Pepper and Honeysuckle & Tea Tree Oil.



### 7 Olay Ultra Moisture Body Wash

2X the combined cleansers and moisturizers than the top-selling body wash, to leave your skin soft and smooth.

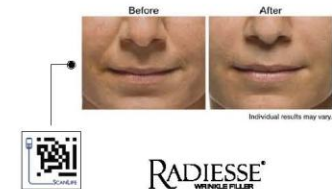
Olay. Challenge what's possible.™



### 8 New Colgate® PROCLINICAL™ Professionally Inspired. Clinically Proven Technology.™

Daily Whitening—with powerful ProLumine™ crystals, starts working instantly to whiten teeth. Satisfaction Guaranteed.

Visit [colgateproclinical.com](http://colgateproclinical.com) for details and exclusive savings.



### 9 Natural, Immediate, Long-lasting

RADIESSE® wrinkle filler immediately restores lost volume and works with your body to stimulate your own natural collagen production. The result is a natural, youthful look that may last a year or more in many patients. For more information, visit [radiesseomag.com](http://radiesseomag.com).

Codes link more information on recommended products

# Snowboarding Magazine



  
**TRANSWORLD**  
**VIDEO WALLPAPER**  
**SNOWBOARDING**

 Scan this code to watch all nine video previews on your cell phone, or go online to [transworld.com/videoarchive](http://transworld.com/videoarchive). (See page 24 for ScanLife code download info.)

**IN COLOR**  
TRANSWORLD  
SNOWBOARDING  
PRODUCTIONS  
[transworldfilms.com](http://transworldfilms.com)

**Featuring:** Mikkel Bang, Jake Olson-Elm, Chris Bradshaw, Mark Sollors, Devon Walsh, Jussi Oksanen, Iikka Backström, Phil Jacques, Keegan Valaika

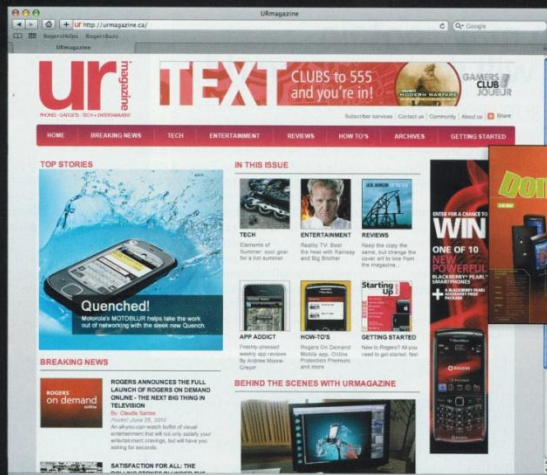
114

Double your fun. Jake jumps twice as nice in the Whistler outback.  
PHOTO: SCOTT SEARAS

Codes throughout the issue linked to videos and other exclusive content

# UR Magazine (Rogers Canada)

**urmagazine.ca**  
The online home of *URmagazine*



**MAGAZINE CONTENT**  
From in-depth, hands-on features covering the latest technology and Rogers Wireless devices to the best in movies, TV and entertainment, *URmagazine* is also available online for your browsing pleasure.

Codes link to gadget reviews and other content. Scans totaled over 15,000 in four weeks.

**APP ADDICT**  
Every Friday Andrew Moore-Crispin gives you the goods on what's new and worth downloading in the world of phone apps.



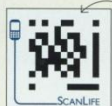
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**GETTING STARTED**  
Need to know how to get started with your wireless device? Our Starting Up Guide can help. Just click the tab on the top-right corner for help.

**BREAKING NEWS**  
Get the inside scoop on the latest in tech and entertainment news, plus pertinent news on Rogers services and products.

## READ URMAGAZINE ON YOUR SMARTPHONE



WHAT'S THIS BARCODE FOR?

- 1 Download the free ScanLife app on your smartphone at [2dscan.com](http://2dscan.com).
- 2 Scan QR codes in *URmagazine* and your phone's browser will direct you to relevant content at [urmagazine.ca](http://urmagazine.ca).

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- Keys to using 2D codes:
  - ✓ Media and code placement should be mobile relevant
  - ✓ Promise something functional, entertaining, or exclusive
  - ✓ Quickly communicate how to get started
- Activate a ScanLife account at [www.scanlife.com](http://www.scanlife.com)
  - ✓ Pricing is customized by project and is inclusive of all features

Contact us:  
P: (212) 278-0178  
[info@scanbuy.com](mailto:info@scanbuy.com)



Scan for more info.

Text SCAN to 43588 or go to [www.getscanlife.com](http://www.getscanlife.com) to download for free.