



# SCANLIFE

THE COMPLETE MOBILE BARCODE SOLUTION

*RECENT CAMPAIGN EXAMPLES*

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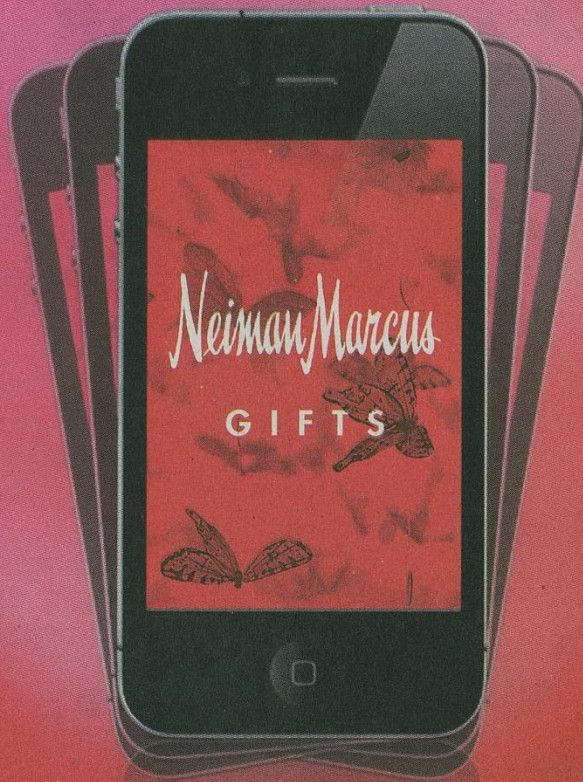
SCANBUY

# Scrubbing Bubbles (SC Johnson)



Codes used on packaging to show a video demo on how it works

# Neiman Marcus



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THEN  
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Get your daily dose of wonder with surprise gift suggestions and more on the new NM Gifts App. We're full of surprises!

*Neiman Marcus*



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Scan this code to download our new Gifts App for the iPhone. Don't have a code reader? Go to [getscanlife.com](http://getscanlife.com) from your mobile browser.

Code placed on an ad in the New York Times to drive iPhone app downloads

# Chevrolet

**DON'T JUST DRIVE**  
**CRUZE**  
*The All-New 2011 Chevrolet Cruze.*

Scan for additional content.  
See page 2 for instructions.

CHEVROLET.CA

The advertisement features a large red Chevrolet Cruze driving on a winding road. A vertical collage on the left includes: a steering wheel and dashboard; a woman's face; a road sign with a warning triangle and the text 'Straßen-schäden'; a woman with her hand raised; a close-up of the car's infotainment system; and a silver Chevrolet Cruze parked. A QR code is located in the top right corner, and the Chevrolet logo and website URL are at the bottom center.

Print ad for the Cruze with videos and photos

# University Of Chicago Medical Center



**CAN TREATING  
ADVANCED  
CANCER DELIVER  
MORE THAN  
SURVIVAL?**

#### IT DID FOR JENNIFER BISHOP.

At the University of Chicago Medical Center, teams of cancer experts do more than treat the disease—they work with each patient to understand their plans for the future and provide them with the best possible quality of life. With over 200 cancer specialists, and innovative therapies and clinical trials not available anywhere else, we fight cancer on every front. And by using the latest treatments, leading-edge techniques, and a multidisciplinary approach, we fight it in a way that preserves organ function, or in Jennifer's case, fertility. Today, thanks to the University of Chicago Medical Center, Jennifer is not only a cancer survivor, she's a mom.

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THE UNIVERSITY OF  
**CHICAGO**  
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**SCAN THIS CODE TO VIEW A VIDEO OF JENNIFER'S STORY ON YOUR SMART PHONE.** Get the free code reader by texting **SCAN** to **43588** or download the free app at [www.getscanlife.com](http://www.getscanlife.com) on your phone's web browser. Open the ScanLife application and scan the 2D barcode. Not Working? Visit [ScanLife.com](http://ScanLife.com) for more information and to view a list of compatible phones. Standard data rates may apply. Available on select web enabled camera phones.



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# Carrefour (Spain)


En [www.carrefour.es](http://www.carrefour.es), podrás hacer la compra con Leonardo y descubrirás que:

**Con Leonardo, seguiremos teniendo el mejor surtido.**  
En [www.carrefour.es](http://www.carrefour.es) puedes encontrar los productos de nuestros hipermercados, y elegir tus marcas favoritas, sin salir de casa.

**Con Leonardo, nuestro servicio seguirá siendo el más eficiente.**  
Te llevamos la compra en camiones refrigerados para que la recibas en perfecto estado.



**Con Leonardo, también mantendremos el precio de siempre.**  
Y seguirás acumulando el 1% de tus compras en tu tarjeta Club y podrás pagar con tu tarjeta PASS.

Leonardo ya está en camino. Puedes ver el video de su salida utilizando este código BIDI:



El coste de conexión y descarga depende de la tarifa de datos contratada con tu operador.

**Carrefour**



[www.carrefour.es](http://www.carrefour.es) con Leonardo Sbaraglia.

Direct mail to enter a sweepstakes from Carrefour in Spain

# Contact Us

- 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 to follow us on Facebook.

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