

Mobile Services add punch to print

Printed products become interactive thanks to 2D Codes

Prinovis now offers its customers a revolutionary linking of print, online and mobile: its new Mobile Solutions line of business adds interactivity to catalogues, magazines and ads, for innovative new marketing and communication campaigns.

The solutions were developed on the basis of "2D codes" also known as data matrix or QR codes. These codes can now be sent to any mobile phone as mobile coupons, redeemable by the customer via a scanner at the POS. The content, timing and validity of a promotion can be continually updated as needed, and detailed reporting ensures total transparency throughout the campaign. Possible fields of application include special offers, attractive special promotions and shop openings, as well as targeted customer relationship management based on a CRM system. Another possible application is 'mobile tagging', where the camera feature of a mobile phone is used in conjunction with a 2D code for direct access to the mobile Web, where additional content can be presented, along with downloads, prize drawings and many more options.

The core benefit is clear: up-do-date, interactive printed products, along with one-to-one marketing without wastage. This allows Prinovis customers to run smarter, more successful marketing and communication promotions, combining the look-and-feel of printed advertising with the interactivity of mobile sites. Prinovis's strategic partner in the venture is Gavitec AG, a leading vendor of barcode scanners for mobile marketing, mobile ticketing and mobile couponing. Further information about the 2 D Code services is available from www.prinovis.com.

Prinovis was formed in 2005 from the merger of all German gravure-printing operations of the three companies Gruner + Jahr, Axel Springer and arvato. Prinovis offers its customers custom print and communication solutions, tailored to their individual needs and requirements.

Press release

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