

CLIQTAGS

Areas of Use

Retail

A man and a woman are walking through a retail store, looking at a display of televisions. The man is in the foreground, looking towards the right, and the woman is slightly behind him, also looking in the same direction. They are surrounded by shelves and displays of various electronic products, including televisions and headphones. The scene is brightly lit, and the background shows more of the store's interior.

- Publish campaigns, rebate coupons, contests, recipes, advice, installation and usage instructions, alternative and new products, comparisons, feedback forms and more
- Add pictures, videos, audio, colors etc to spice up the experience
- Set up scheduling so that different content is shown depending on time, relevant e.g. for campaigns, coupons and contests
- Print QR codes in magazines, newsletters, on posters, shelves etc, and convey information relevant for each location
- Place beacons or NFC tags in stores for intuitive access to context-specific information
- Send SMSs or e-mails to customers with the above information

Print

A woman with long dark hair is sitting at a white table, looking down at an open magazine. On the table, there is a white bowl of cereal with fruit and a glass of milk. The background is a bright, out-of-focus window.

- Complement printed information with digital ditto, that expands and provides means for interaction and quick and easy feedback
- Create new revenue streams by selling digital content as a complement to printed ads
- Add multimedia and interactivity and that way modernize the printed material
- There's nothing for the user to key in; they only need to read the printed QR code via their phone

Realty

A woman with blonde hair, wearing a tan blazer, is smiling and looking towards a couple. The couple, consisting of a woman with short brown hair and glasses and a man with grey hair and a beard, are both looking down at a miniature model of a house. The model is a two-story house with a red roof, white picket fence, and a small red car parked in the driveway. The background is a bright, indoor setting with a potted plant visible.

- Market your company and objects via posters placed at houses for sale and in ads, where a QR code, NFC tag or beacon provides quick access to more information about the object, your company, who to contact etc, and means to show interest for the object
- Make it easier for potential buyers to contact you, and get a quicker sell by directly communicating with them when they are passing by the object of interest etc
- As the content can be changed over time without the QR code, NFC tag or beacon being affected, the realtor can easily present information about whether the house has been sold, current bids, number of interested etc, scheduling demos etc

A female doctor with brown hair tied in a bun, wearing a white lab coat and a blue stethoscope. She is holding an X-ray of a hand in her left hand and looking at a tablet in her right hand. The background is a blurred clinical setting with white bottles on a shelf.

Healthcare

- Provide information about medicines, procedures and equipment to decrease the risk of wrong medication and treatment, as well as instructions about use
- Provide information about use of equipment at hospitals as well as in homes
- Complement EAN/UPC Codes with QR codes on product packaging for more information, e.g. about side effects
- In situations where mobile phones are normally not allowed you can communicate via Wi-Fi, as effectively

Productivity

A construction worker wearing a yellow hard hat and a striped shirt is looking at a tablet. The background shows a large building under construction with scaffolding and a crane.

- Put QR codes, NFC tags or beacons on equipment, buildings, goods etc to convey information about those items, including instructions, who to contact, advice at failures, provide feedback on status for possible action etc
- Get a better understanding of the situation in warehouses, offices, construction sites etc, by accessing such information via mobile phones and tablets
- Increase security for employees by providing accurate and current information about responsible, equipment status, regulations etc.
- Enable status and action reporting

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Thanks for Watching!

info@cliqtags.com

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