QR VIDEO SOLUTIONS

LINKING PHYSICAL OBJECTS TO DIGITAL SPACES

AUGMENTING YOUR PRODUCTS

QR Video Solutions is a video platform that uses QR codes on packaging, publications and on-screen to unlock digital experiences

Experiences add value to the product: More information, more entertainment, educational and instructional value

They drive sales and signups, making products and services available for purchase with a smartphone scan

They collect data from every scan helping you plan campaigns

POSITIVE ACTION BASED ON A SIMPLE USER DYNAMIC

1

Scan + View = Action (the user scans a code to launch a video)

2

Watch + Scan = Action (the user watches a video then scans an in-screen code to learn more, or make a purchase)

3

Buy + Scan = Action (the viewer scans a product for further information)

ADVANCED CONTENT MANAGEMENT

At the heart of QR Video Solutions is a custom QR video management system that enables users to generate and manage QR codes at scale for print or online use

The video platform allows scheduling of your video content in both rolling and VOD format

ADAPTIVE ENGINE

A content management system allowing the creation and maintenance of existing web TV Channels within vertical boundaries of different client skins together with an adaptive QR codes

Management of channels within various skins for multiple clients;

Subtitling and translation with ability to edit and correct AI generated files in the channel maker

Preview facility to test and adjust playback arrangements;

Ability to add a QR code to a channel, a programme or a HotSpot/Advertisment;

Add dynamic redirects to QR code so the destination URLs can be changed according to a metadata settings;

QR Code responses can be tailored on the basis of time, user, location, security, access rules;

All interactions with QR video are customisable and support data collection.

TWO WAYS TO USE QR CODES

Generate any number of QR codes to use in your locations, out of home and on physical objects

QR codes can be scheduled, limited edition, edited to change according to time of viewing

Add your logos for additional street impact appeal

Great for galleries, shops, books, publications

...AND ON-SCREEN

Schedule QR codes to appear on-screen in your videos or third party videos

QR codes can generate sales and signups

Viewers scan the QR codes on screen using their smartphones for an instant interaction with your website

Ideal for out-of-home screens advertising products and services, as well as viewing home shopping or entertainment from the sofa

FOR PUBLISHERS

- Intelligent publishing: QR video augments printed materials with digital experiences, opening a portal to a world of second screen interactivity.

- Add value for subscribers with QR-launched video content, explainers and offers. Keep control of your brand in a walled garden, where your content isn't competing with other algorithm-driven videos. Ensure your readers view your clients advertising. Bring your brand out of home and into public spaces via display advertisements, billboards and flyers.

- In addition to augmented digital editions, QR video can launch online shopping, newsletter and subscription signups and invite readers to record comments.

FOR BROADCASTERS

- Video experiences augmented with QR technology, from individual video messages to multichannel video platform solutions.

- All the elements of a complete digital video ecosystem, including video on demand, one-off streaming for events, multichannel web TV and subscriptions / pay-per-view.

- For producers of video content who need brand-safe video, embeddable on social media or broadcast on Smart TV or apps. Allows you to control who views your video, when and where and how they can engage after viewing.

- The perfect host for your in-house and user-generated video content

- Every brand is a broadcaster!

FOR PACKAGING

- Smart packaging: Include video instructions and user guides to help customers get the best from your products, building brand loyalty

- Save space: Your brand looks better and greener uncluttered. QR codes launching videos can safe on packaging for multilingual instructions and user advice

- Update: Our videos can be updated to take in new seasonal offers and information without changing the QR code on the packaging

- Contextual: Schedule different URL targets on your packaging according to when and where they're scanned

FOR RETAIL

- QR Video Solutions creates immersive channels for home video shopping (v-shopping) and augments the in-store experience with smart labels unlocked with QR codes.

- Video on demand activated via QR codes works on advertising assets and in-store or hotel labels, inviting the user to launch an augmented experience.

- On-screen QR codes launch shopping and marketing opportunities at home, in-store and in public spaces

- Scalable for retailers from artisanal creators through to global luxury brands and department stores

FOR HEALTH AND NON-PROFIT

- We have deep and extensive experience of creating video platforms for the health sector, health tech and health NGOs

- QR Video Solutions creates in-surgery video on demand launched by QR codes, as well as videos for medication packaging and on-demand streaming services for health trusts.

- Video channels for healthcare services, via healthcare trust or sector. These can include explainers, advice as well as latest updates on public health issues. Channels are launched via QR codes

- On-screen QR codes for out-of-home and domestic videos, which viewers can activate by scanning the screen with their smartphone. Enables requests for additional information and product requests

FOR EDUCATION

- Video is the most engaging and effective way to reach a generation of students who engage with visual media daily

- We create the best platform for universities to bring their video, achievements and messages to the world.

- We use video to help international and home students choose the best university and ideal course for their ambitions

- QR-unlocked video helps new and established students navigate campus life

NO VIDEO? NO PROBLEM

QR Video Solutions has a network of video reporters and editors who can create compelling video or audio content for your brand or business

We can interview your team for content or create video with our own experienced presenters from a diverse team of engaged professionals

Your channel can have any combination of professional, user-generated and third-party content, scheduled from our easy-to-use content management system

WHO WE'VE WORKED WITH

Speak with us about how we've improved the video and interaction products of companies and organisations

NHS

Mind Charity

UK Local Councils including Brent

London Mayor's Office

Sky TV

The Daily Telegraph

Coca-Cola

The World Cup Finals

UK Universities

CONTACT US!

We can change how your clients interact with your products, driving engagement, loyalty and sales

Find us on QR Video Solutions

Email at info@qrvideosolutions.com

QR CODE TARGET TYPES #1

- Each QRVideoSolutions QR code contains one or more possible Targets.

- When the QR code is scanned, a Target Selection Engine selects one of the Targets based on a set of stored criteria.

- Use of Target collections mean that **QRVideoSolutions QR Codes can have a Life Cycle**. The life cycle can be 'one-off', recurring or based on activity (scan count).

TARGET TYPES#2

- **Target types**

- Telephone: initiates a call to a given tel number

- SMS: initiates an sms to a given tel number

- Email: initiates an email with prefilled to, subject and body

- URL: loads the given url

- Zoom link: initiates a zoom call to a given session

- Location: launches a map at a given location

- Document download: allows download of a dosument

- Channel: Plays a Video Channel with customisable skin and user feedback

- Programme: Plays a Video/Audio Programme with customisable skin and user feedback

- Video/Audio Recording and upload - launches Video camera or Audio recorder app and allows recording and upload of live or pre-recorded content

TARGET SELECTION CRITERIA

- Each Target has a selection criteria that determines if it will be shown when it's QR code is scanned. There are four types:

- Scan-count: Active from and until, a certain number of scans. Overrides the other types below.

- Continuous: always active and overrides the other types below.

- Date range: (only active within a specific date/time range i,e start datetime, end datetime). Overrides Schedule.

- Schedule:Active/inactive within a recurring schedule e.g active every Weekday between 9 - 5, inactive all other times

A QR CODE LIFE CYCLE

- Typically, a QR code is static and will forever resolve to the same location. QRVideoSolutions codes are special in that conceptually they are built from a collection of the above Targets and the Target's selection criteria. This makes them dynamic and supports creation of a life cycle where they can become active, stay active, and adapt the Target response, based on activity (number of times scanned) or date and time.

HIGH LEVEL CODE TYPES

- **Standard codes** that always resolve to the same target when scanned.

- **Lifetime codes** e.g. dormant (take users to a holding page) until a given date/time, then become active for a given duration of time or number of scans, then revert to the holding page or a different location.

- QR Codes governed by an **activity lifetime** that resolve differently depending on scan count (number of times scanned).

- **Recordable** QR codes that when scanned allow recording of video or audio for upload to public or private channels or as individual items.

- **Feedback** QR codes can provide user feedback, contextual and aggregated.

- (Some of these overlap)

QR VIDEO SOLUTIONS QR CODE FEATURES

- Protection against QR code obsolescence by allowing the creation of new targets and selection criteria at any time.

- Any QR code is always updateable. Targets can be added or adjusted at any time

- Created with the users own domain name if required.

CHANNELS TARGETS HAVE A SPECIAL SETTING DETERMINING WHICH PROGRAMME IS PLAYED WHEN SCANNED.

THE SETTING CAN INFER:

- The first programme in the channel is always played

- The next programme in the channel for the user is played (the next programme from the one they viewed on the previous scan)

- The next programme in the channel for the global audience is played (the next programme from the last one played when the code was scanned by anyone - allows balancing of playback frequency for programmes in a channel)

- A Random programme from the channel is played

- Realtime - TV simulation where the playback position is dependent on the current time.