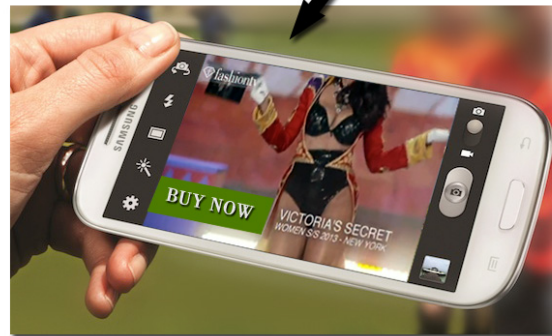
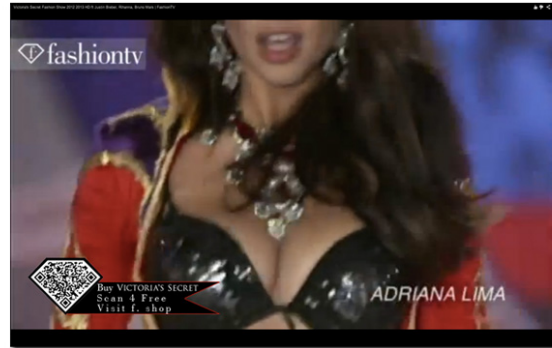




QR Codes
applications

fashiontv

March 2013
© ftv.com All Rights Reserved



1. GLOBAL REACH

Videos on TV, youtube, facebook, ipad etc. have embedded QR codes.

FTV reaches over 400 million viewers and 300 million video views in youtube. (in 2012)

By embedding QR codes on videos FTV is able to communicate to the global fashion community. (see PDF report on fashiontv.com/media2013)

2. LOCAL IDENTIFICATION

QR codes will be scanned by smartphones.

FTV is able to pin point from where and when the scan was made, additionally each consumer can be invited to provide their identity and contact information.

3. CUSTOMISED OFFER

Scanned QR codes connect to various applications such as:

shopping, payments, gaming, reservations, informations, wi fi, download applications, identifications, web sites, and any online and mobile you wish to direct your customers to.

 fashiontv

I love  fashion



f.fashion bags
scan2buy

TIME LEFT

March 2013
© FTV.COM All Rights Reserved



Proposed QR code for MERCEDES campaign on fashiontv when scanned it will link to MERCEDES promotional site where a viewer can win a test drive (etc) at a local MERCEDES dealer as with QR code we can identify the exact location from where the scan came from

TIME LEFT



March 2013
 © FTV.COM All Rights Reserved
 QR codes on this page are for demonstration purpose only



Proposed QR code for MERCEDES campaign on fashiontv when scanned it will link to MERCEDES promotional site where a viewer can win a test drive (etc) at a local MERCEDES dealer as with QR code we can identify the exact location from where the scan came from

TIME LEFT



March 2013

© FTV.COM All Rights Reserved

QR codes on this page are for demonstration purpose only



fashiontv proposed QR code designs



fashiontv



fashiontv

