



## TYING PHYSICAL PRINT TO A DIGITAL EXPERIENCE.



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CEO QR Video Solutions

# Print in Revolution



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Since Gutenberg's invention, print media has evolved according to technological changes, to meet demand and mirror social evolution

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In the digital age, print-based publishing has become separated from the explosion of services offered by digital media that has all the advantages of ubiquity, interactivity and commerce.

# Bridging the Digital Gap

- What if your printed publication could fully integrate with all that the digital world has to offer to your readers, advertisers and subscribers?

# What if print publishing...

Could be enhanced with video, audio and data-driven graphics to bring stories to life?

Could be turned into digital experiences that benefit from the full capabilities of the web?

Could contain interactive surveys and give readers the ability to record their views?

Could help advertisers to place high value video advertising directly into print?

Could use video and audio to drive subscriptions at the point of reading?

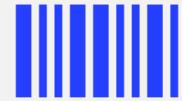
# BUT HOW?



+

o

We  
believe  
in a  
simple  
formula



QR code (Quick response)



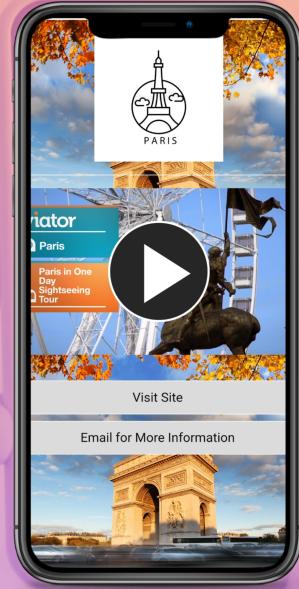
+ Video (emotional engagement)



= QR enhanced video experiences that drive positive action

# QR Codes Upgraded

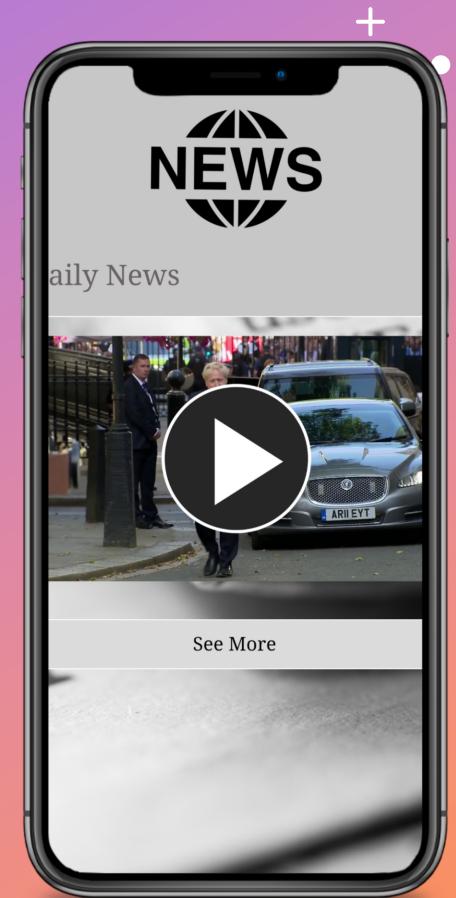
- QR Video Solutions has developed next-generation technology by transforming two-dimensional 'quick response' (QR) codes into dynamic multi-dimensional codes that can be continually updated to meet news and information cycles.



# QRV CODES LEAP FROM THE PAGE

Accessed by unique serial numbers each code can be updated, reassigned and managed.

All user interactions with QRV codes are monitored in real-time and full data is captured.





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QRV 62083136

## INFLATIONARY PRESSURES HIT ECONOMY

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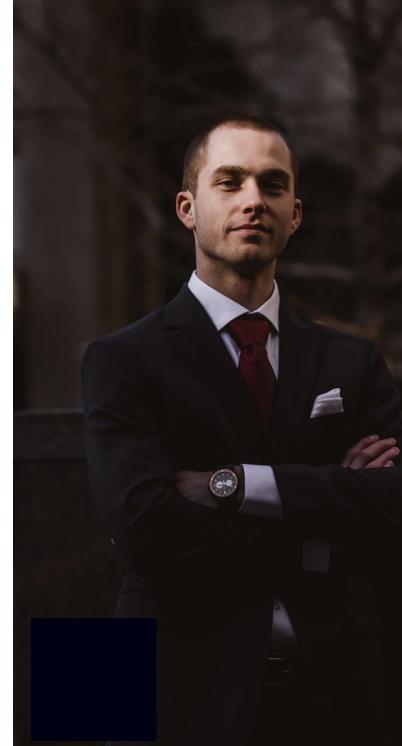
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# Advanced Content Management

- The highly intuitive QRV management system is operated by the publisher and contains a plethora of features relating to time-relevant content, second screen experiences, hotspots, KPI's, enhanced advertising and streaming services.
- All generated from the Adaptive Engine that is the backend of the product.

# Dynamic and Programmable QR Codes

- QRV codes are controlled by a powerful management system that stores and groups both QRV codes, video, audio links and documents.

QR Video Manager		QR Web TV	QR Codes	QR Groups	QR Labels	Users	james Account Profile
QR codes for: Publishing Conference							
<a href="#">+ Create QR Code</a>	<a href="#">Filter by ▾</a>	<a href="#">Select All</a>	<a href="#"></a>	<a href="#"></a>	<input checked="" type="checkbox"/>	<a href="#"></a>	<input type="text"/> Search
Title	QVR Code	Date Created	Target	Hits	Enabled		
<input type="checkbox"/> 	Private Plane	1256416	2022-03-05 12:47:23	Video	4	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>
<input type="checkbox"/> 	Cycling	93236327	2022-03-04 16:05:30	Video	0	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>
<input type="checkbox"/> 	football	29741889	2022-03-04 15:50:47	Video	0	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>
<input type="checkbox"/> 	Vegan Pizza	91490482	2022-03-04 15:27:25	Video	1	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>
<input type="checkbox"/> 	School to Stadium	90624358	2022-03-04 14:41:55	Video	2	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>
<input type="checkbox"/> 	March of the Mum mies Protest	48734027	2022-03-04 11:54:05	Video	3	Yes	<a href="#"></a> <a href="#"></a> <a href="#"></a>

# Dynamic and Programmable QR Codes

- QRV codes are fully programmable offering commercial outcomes from every action, pointing readers to subscription packages, ticket sales, products sales, special content, interactive participation, forums and ring-fenced, branded video platforms that are included in the system.

QR Video Manager

QR Web TV QR Codes QR Groups QR Labels Users Account Profile

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### QR Code Details

QR Title: ART Gallery TV

Scan count: 4

Created date: 2022-03-02 11:04:32

Enabled  Ignore Tracking

### Active QR Target

The active QR target is the link that your QR code will take you to when it is scanned.

+ Add New QR Target

Target Title	Forward URL (click to see target)	Target Type	Schedule Type	
<input type="checkbox"/> active ART Gallery TV	<a href="https://qrvideo.tv/programmes/D2u5ZUtzKQ8F">https://qrvideo.tv/programmes/D2u5ZUtzKQ8F</a>	Video	Continuous	<input type="button" value="Edit"/>

Delete this QR Code

Save

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### QR Image

QRV-39557487

Edit QR Style Copy Shortened URL

Print Download Copy Share

# 3D FULL DESIGN POSSIBILITIES WITH CODES CLEARLY IDENTIFIED BY UNIQUE SERIAL NUMBERS

QR Video Manager

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QR Code Design: ART Gallery TV

Remember to scan your QR code to ensure its design is scannable.

Inner QR Style

Pattern Style

Scan Tolerance Level (ecc)

Smoothness

Preview changes

Outer QR Style

Colours

Serial Number

Add 3D Effect

Underside Colour: #eb6212

Rightside Colour: #d04ed9

More options

Preview changes Undo changes

QR Code Image

ART GALLERY TV

QRV:39557487

Remove Logo

Upload logo

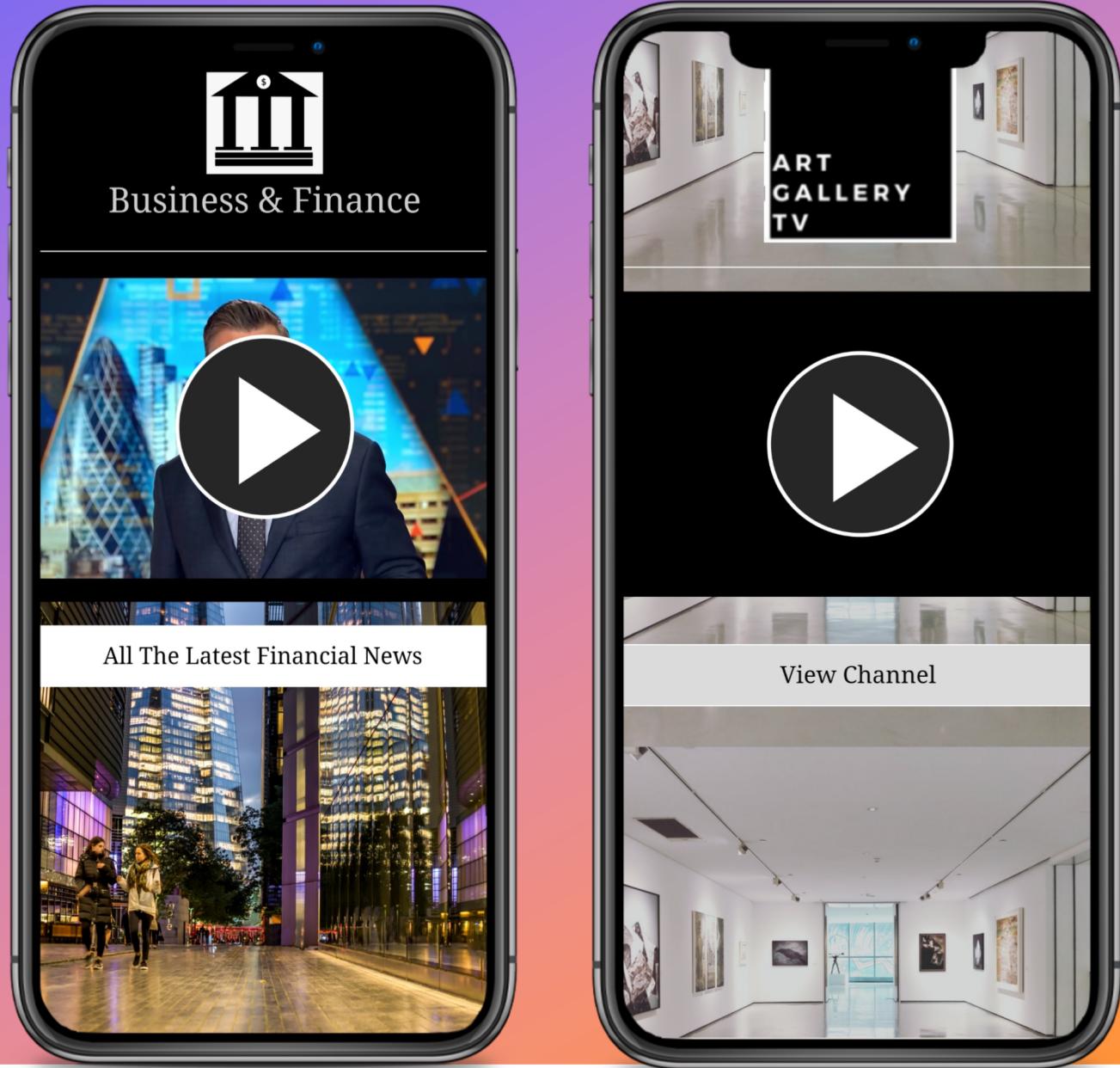
Logo Size: Smaller Larger

Border Size: Smaller Larger

Border Colour: #71c27b

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# BRANDED LANDING PAGES ACTIVE LINKS TO DRIVE SUBSCRIPTIONS SALES



# FULLY CUSTOMISABLE ACTIVE LINKS BUTTONS DOWNLOAD FEEDBACK SYSTEM

QR Video Manager

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Customising Landing Page Theme: ART Gallery TV

Preview

Scan your QR code to test.

QRV 39557487

Page title & header →

Buttons →

Feedback System →

Background →

Page Features →

Player Features →

Show Advanced Options

Update Theme: ART Gallery TV with these settings

Save current settings as a new Reusable Theme

View Channel

Undo custom changes to Skin

Save and Preview Customised Skin

Close

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The screenshot shows the 'Customising Landing Page Theme' section of the QR Video Manager. On the left, there's a vertical list of customization options: 'Page title & header', 'Buttons', 'Feedback System', 'Background', 'Page Features', 'Player Features', and 'Show Advanced Options'. 'Show Advanced Options' is highlighted with a blue background. Below this is a button to 'Update Theme: ART Gallery TV with these settings' and another to 'Save current settings as a new Reusable Theme'. To the right of these buttons is a QR code with the identifier 'QRV 39557487' and a note to 'Scan your QR code to test.' Further right is a preview area showing a gallery space with a black overlay containing the text 'ART GALLERY TV' and a play button icon. At the bottom of the preview area is a 'View Channel' button. At the very bottom of the page is a footer with copyright information and three buttons: 'Undo custom changes to Skin', 'Save and Preview Customised Skin', and 'Close'.

# Create QR Video Codes to...

- Enhance your editorial
- Include video advertising
- Incorporate Interactive opinion forms
- Offer exclusive “walled garden” content
- Link to retailer ecommerce platforms
- Initiate subscriptions
- Embed podcasts and videocasts
- Links to background Interviews and research
- Many more!

# Print Transformed

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This changes the nature of print: Any printed paper now has the potential to offer readers, advertisers and sponsors all the digital services of an on-line publication without the brand pollution and leakage associated with third party digital service providers.

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The gap between the physical space (paper) and the digital world is now closed.

# Scan to Unlock Experiences

- QRV codes can also be embedded in your streaming video to allow viewers to pull up additional content, interaction and shopping opportunities from second screens

# 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.

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

# Putting the Publisher in Control

- +
  - Our QR video management system gives you access to the complete toolkit to generate, publish and manage QR video and audio codes on a large scale
  - All video content is held in your own platform that can be used to broadcast your video content to the world and host it for access via customised home pages

# The Full Package

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Advertisers, sponsors and marketers benefit from a new level of display and data capture.

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The reader benefits from a richer experience in tune with the digital age.

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Publishers can finally implement strategies to commercialise print and digital as one entity.



# Thank You!

Dr James Ohene-Djan

[www.qrvideosolutions.com](http://www.qrvideosolutions.com)