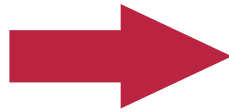


# “SMART” Markers

Be SMART about marking lines, facilities, fleet vehicles, or whatever else needs identification by adding a custom QR Code. A Quick Response (QR) Code is a 2-dimensional matrix barcode that can be scanned by any Smart Phone with a free QR Reader App. Once the code is scanned, the user will have an instant connection to the information that the QR Code contains.

SCAN CODE  
WITH  
SMART PHONE  
NOW!



## HOW CAN YOUR COMPANY BENEFIT FROM USING QR CODES?

Adding a custom QR Code to signage and markers can empower your company to provide instant information and education to the user. Whether the code takes the user to the 811 website for more information on damage prevention (Great idea for Public Awareness Campaigns!) or to an online Excavation Guide to ensure safe digging around your lines, there is limitless application for this technology.

## WHAT TYPES OF INFO CAN THE QR CODE CONTAIN?

A QR Code can instantly connect a user with a variety of information including:

- Web Address
- Google Maps Location
- Plain Text
- Telephone Number
- Text Message
- Email Address/Email Message
- Contact Details (V-Card)
- Event (V-Calendar)
- Paypal Buy Now Link
- You Tube Video
- Facebook/Twitter/LinkedIn Link

