

Its evening time and Mr. Banerjee is lounging as his he is driven in the city. He sees a signage outside a mall which again has the black and white graphics. Mr Banerjee pulls out his phone points the phone camera at this code. A simple **pic and click** later, what he gets is an SMS saying the watch store in the mall which his wife wanted to shop from is running a 40% off discount for the day. At the end of this story is a happy wife.

Mrs Sharma's kids loved the cheese cubes she got them from the market. She sees a sticker on her cheese carton with a QR Code for reorder. Mrs Sharma points her mobile phone camera at the code. A simple **pic and click** later she has placed an order for a repeat of the cheese cubes and received the confirmation on the time of delivery.

Mr Arya's store is at the back of beyond in the city and distributor salesman skip it with ease. But his customers are always happy getting what they want without any stock outs at Mr. Arya's store. Ater he has serviced his sixth customer for the day in his 10 min break Mr. Arya pulls out the distributors manual and aims his phone camera at a code or each product. A simple **pic and click** later his ordering to the distributor is done and he gets an SMS back on the order confirmation.



Sameer is sitting with his girlfriend in a Café.
Wants to show off he is in with the times.
Scans QR for loyalty points
Scans QR for ordering the new music CD for his car
Scans QR for participating in a promotion in the mall

Girlfriend is not impressed. Reveals her new tattoo which is her name in a QR code!



The world is using these codes in far larger ways ... QR code Tours

A program between CitySearch and Antenna Audio began in Spring 2008. Reviews and audio snippets were embedded into QR codes on San Francisco historical landmarks and restaurants. Foodies and tourists enjoyed self-guided tours of the Bay. Imagine a self guided tour of the city's landmarks and all the information and history you needed. And this is not futuristic. Its happening now and we get it within your reach.



In the west, QR Code usage is widespread. During a month itself in USA , 14 million mobile users scanned a QR Code. Some 58% of those users scanned a QR code from their home, while 39% scanned from retail stores. Even in terms of profile 53% of the 14 million users were men between the ages of 18 and 34. That means as a country that has much larger number of mobile phones, India cant be far behind. Question is which brand will utilize this simple technology that is now waiting to grow.

And we help your customers reach these applications even if they do not have a smart phone!

Are you in with the times or will you want to be left behind?

Brands like Adidas, Starbucks, Calvin Klien are using these internationally. Even in India McDonalds, Blackberry or even a Hyundai are using QR Codes across various applications.

Would you want to be left behind?

All we are saying is that you do not need to be a rocket scientist to use QR codes for improving your business. We at Auric will help you decode this matrix and also create new value for your business through the application of QR Codes



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