



February Newsletter



Ring in the New Year. Pun intended.

The last few months have been a time of explosive growth in the mobile engagement market. For example, according to recently released figures from Mobio, QR code scanning grew a massive 1200% during July to December of last year. There has been a 60% year-on-year increase in the number of US mobile users who own SmartPhones. The mobile advertising space is being hailed as the next big thing as far as reaching consumers is concerned. The really urgent question that businesses should all be answering isn't if they are going to join their printed material to their online presence, but when they are going to do it.

We've recently added full GPS support to HardLink so you can request the actual physical location of your customer when they interact with your Mobile Tags - you can easily use this information to deliver location-based offers and information. HardLink is still the only platform worldwide that offers a single place to manage QR Codes, Microsoft Tags and shortened URLs all with unified reporting - if you want to join the real world to the virtual, HardLink makes it easy!

We're always happy to talk so, if you're interested in what HardLink can do for you, please get in touch.

Check out what's happening this month



Arrive in New Zealand, HardLink style!

The New Zealand magazine 'Arrival' is using HardLink-powered QR Codes to deliver timely valuable offers to its readers. Arrival is the only news-stand quality magazine targeting New Zealand's 2.4 million-plus annual in-bound leisure and business travellers.

[Read the article at http://hltag.it/43](http://hltag.it/43)

The current and future state of Mobile Tagging.

PSFK have created a quite simply excellent document on the current and future state of Mobile Tagging, covering 1D and 2D barcode usage in all manner of well-thought-through scenarios. This is a must-read for anyone thinking of using Mobile Tagging or just interested in the technology and concepts.

[Read the article at http://hltag.it/44](http://hltag.it/44)

QR Codes connect offline and online marketing activity.

We were very pleased to read a great article today on the importance and flexibility of mobile tags, in this case QR codes, by Helen Leggatt on the BizReport site. The article covers how such tags combine well with existing marketing systems both on and offline.

[Read the article at http://hltag.it/45](http://hltag.it/45)

