



March really has been a mad month...

March was a big month for Mobile Tagging in general and HardLink in particular. To start with, South By Southwest (SXSW) was held and it went Mobile Tag crazy - SXSW is the biggest innovation festival in the world and is always well-attended by the most leading-edge companies and individuals around. To see them all adopting Mobile Tags was a great signal to the world that Mobile Tags have arrived, they're cool and they're here to stay!

Smartphone usage has simply exploded over the last few months and it's predicted to continue its rapid rise this year - QR Code uptake has followed suit and increased by a quite sensational 1200% in the last quarter of 2010.

However, the really big news is a whole range of new features in HardLink were launched in March - from GPS to Datamatrix, professional print-ready Tag formats to Twitter integration, HardLink got even more exciting in March.

Yep, it was a big month but as far as we're concerned 2011 has only just started so we're not planning on taking a rest anytime soon! We're adding even more HardLink features right now that help make linking the real world to the virtual easier and more productive than ever!

Check out what's happening this month

New HardLink features: GPS, @HardLinkLive, EPS, Datamatrix and more...

The last few weeks have been really busy for the team as we've worked hard to deliver a whole range of new HardLink functionality. We're proud to announce the availability of a plethora of great new features... that's right... we said "plethora"...

Read the article at <http://hltag.IT/4Q>

Smartphone usage up 60%, QR Code usage up 1200%.

A survey by Mobio on the July-December 2010 period has shown that QR Code scanning grew by a quite sensational 1200%.

Read the article at <http://hltag.IT/4T>

2D Barcodes clear winners at SxSW.

SxSW is the pinnacle of competition for emerging technologies, with the world's most innovative companies vying for the coveted finalist positions. Every year the very best of leading-edge developments are showcased but this year there was a common theme visible almost everywhere - 2D Barcodes.

Read the article at <http://hltag.IT/4N>

Real-World Mobile Tagging Strategies.

It's always good to investigate what other brands and retailers are doing in the Mobile Tagging space and the 2010 Christmas holidays in the US offered up some great examples. Mike Wehrs of Scanbuy has nicely summarised the major strategies into a few different categories...

Read the article at <http://hltag.IT/4C>