
Enhanced QR Codes Bringing More Information Than Ever Before!

Your iPhone has a native QR-code reader? You never knew this!



Since Apple added built-in code-scanning to iPhone cameras, the tech world has been abuzz with our **ProxComm ID Enhanced QR Codes**, filled with so much information. To be precise, instead of just one notification, our *ProxComm ID Enhanced QR Codes* bring to the world, up to ten notifications of relevance. Unique and true marketing!

This the same technology we use in our **ProxComm Technology® Proximity Location-Based Marketing Beacons**, which transmit notifications within a proximity of a business or within a facility.

ProxComm ID Enhanced QR Codes are so much more than black squiggles, they are a plethora of relevance! They are readable by Android and Apple Phones!

The codes can be used to transfer money, open links to websites, exchange contact info, send a text, make a phone and be introducing so much information and marketing facts.

Meanwhile, this decades-old technology has already become ubiquitous in Asia, where people scan QR codes every day to buy food and groceries using *WeChat*, a messaging app. By 2016, QR codes were enabling \$165 trillion of mobile payments per year in Japan and China.

In 2017, one year later, Apple added a QR Code Reader to its camera.

2018 has already proved a major success for the *ProxComm Technology Marketing Solutions with Enhanced QR Codes* in North America. This integrated technology has been introduced by Facebook™, Amazon™ with their grocery stores, using Amazon Go™ QR Codes. Our Enhanced QR Codes have a mass appeal for both business and customers.

The future of *ProxComm Technology* is more than bright and certainly making the cash registers ring!

WhatsApp, a messaging app that Facebook bought in 2014, has QR-scanning abilities, and there are rumors it will soon roll out a payment function. Google Chrome for iPhones also has QR compatibility now. Alibaba uses QR codes to fight counterfeits and allows consumers to pay for items with a simple scan.

Advertisers are chomping at the bit to get QR-code data. The metrics and data mining capability are endless and this is why *ProxComm Technology* has opened more than a door to this proven and stable technology with our marketing proficiencies.

Nicholas Ashton, CEO/CIO, **CommSmart Global Group**, a *LexisNexis Risk Solution Partner* and *ProxComm Technology*, has been a driving force in *Proximity Marketing* globally for the last seven years. His innovation in Asia six years ago worked with the leaders of government and the retail world in how this could become the dominance that it now has become.



"Back then, the Smartphone wasn't as smart as it is today. With our innovations with proximity beacon marketing, the Enhanced QR Code multiple notifications, which emulates our beacons, is a natural and available to all Smartphone users. This is how people shop, it is the social way of saving and being savvy" stated Ashton.

HootSuite CEO Ryan Holmes has said the iOS-native QR reader is a game changer for the marketing industry. In a Forbes op-ed, he pointed out that companies can track when and where people scan QR codes, generating a gold mine of data.

A world where QR codes are on everything from supermarket products to ATMs, the museum to the Urgent Care Waiting room.



USE THE SMARTPHONE QR CODE SCANNER TO HAVE ACCESS TO SO MUCH MORE INFORMATION!

There is not a business that cannot be without our **ProxComm Technology** which is the most affordable investment for your business in direct marketing.



View our ProxComm Technology Overview of Proximity Beacons, Enhanced QR Codes & Mobile Apps.
<https://youtu.be/heuXKxPLKJI>

That world is not too far off, with ProxComm Technology, it is already here...

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**Connect, Engage, Communicate... Be Heard...
WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...**

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