



Uses of Contextual EQR Codes:

There has never been such a versatile means of **contextual communications** than **EQR Codes**. All documents and posted information is *always* current, up-to-date and available via the one item everyone has, the **Smartphone**, no-one leaves home without it. It is the security blanket of our social world today, we use to gather information and search for the so-called facts.

Our **EQR Codes** emulate our **ProxComm Technology Beacons** which transmit up to ten notifications at one time with relevant contextual information. The **Contextual Power of Ten** with more than relevant proximity info, guidance, marketing and solid facts.

Created documents, posters and marketing material are always current with an **EQR Code**. The **EQR Code** is constant and the content and URL links are edited and updated in the background. It can be additional documents, updated training video, new maintenance records or contacts, or just keeping education books current, without having to be reprinted.

Just some of our current uses:

Education

Place an **EQR Code** within the cover of books, either when printing or a sticker insert. Now this book or books 'live forever'. Hand-me-downs have even more value. Reprinting cost is majorly reduced!

Maintenance

Any maintenance/service company, HVAC, farm or construction equipment, or automobile service company will now have a direct connection to service. If a tractor is having issues and needs service, the **EQR Code** affixed to the equipment is scanned with a Smartphone, simple questions answered and immediately information is now in the hands of the service company to action the request.

- Blender Recommender - Let us help find the right Vitamix for you.**
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Select from size, programs, budget, and more and we will find the blender to suit your needs. Priced as low as \$249.95
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Tap to see see today's recipe recommendation as well as a selection of other recipes.
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Tap here to order accessories for your Vitamix 7500. Free shipping on orders over \$50.
- Can we help? Just tap!**
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Support from a Vitamix specialist is a tap away. We're ready to help.
- Owner's Manual - Vitamix 7500**
vitamix.com/media/content/prod...
Tap here to download a copy of your owner's manual.
- Product Registration | Vitamix**
vitamix.com/us/en_US/Customer...
Thank you for your recent purchase of a Vitamix machine. Please fill out the form below to complete your registration.

A construction company who rents out equipment and requires 'How to Use' information is to negate liability, training videos or even 'it is not working' can access via the attached **EQR Code**. The **Contextual Power of Ten** brings all the information, understand more, contact simply by touching the notification or watching the training video a second time with other employees.

It makes all of your rental equipment and customers Smarter!

Museums, Zoos, Botanical Gardens, Places of Interest, & Historical Sites

The **EQR Code, Contextual Power of Ten** is a digital docent, bringing all the information regarding exhibits, animals, plants, the deep facts behind historical sites and all places of interest. Not just written information, photographs/video and the opportunity join the organization, sponsor or donate to the worthy cause.

Retail Payment Solution

EQR Code, Contextual Power of Ten enables all retail large and small to accept electronic payments by scanning the **EQR Code**, utilizing the digital interface connection. Asia has been using this means successful for years. So many Smartphones do not the ability for NFC, Apple, Samsung or Google Pay. **EQR Code, Contextual Power of Ten** not only brings a secure payment solution, it expands marketing and advertising for the retailer.

Transportation, Boats, Ships, Planes, Railways & Buses

As simple as an **EQR Code**, on every bus stop for those wanting to know the arrival time or which bus to catch. Simple weather-proof contextual information that connects with your patrons. It is the Information Station for all transportation, even a cruise ship can use to inform of all the activities and book offshore excursions.

Organizational Information



So many organizations who want keep in touch or have new members join, attending and exhibiting at trade shows. The **EQR Code, Contextual Power of Ten** solutions are powerful and brings home the results.

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

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