

With the technology age in full swing, regular print ads are becoming more and more obsolete. It's becoming much harder to grab the attention of potential customers who refuse to look up from their smart phones and tablets; however, Spectrum Information Services in conjunction with Print2Life has figured out the solution.

By integrating computer-generated QR codes into basic print ads, we are able to bring those ads to life. Unlike the current QR codes, the Print2Life embeds the code directly onto the printed advertisement so that the ad may remain aesthetic to its target audience. These ads are far more likely to peak a customer's interest given they are now able to interact with the ad, whereas before it was merely something to look at.

Print2life also gives you the ability to track how successful your print campaign has been in the following ways:

- **Total Page Views**- Total number of times your page has been viewed
- **Total Interactions**- Total interactions based on clicks throughout your campaign
- **Total Users**- Total number of unique visitors who visited your page

## Capabilities:

- Viewing videos directly on the printed page;
- Instantly purchasing items on your tablet or device;
- Receiving exclusive offers, & special requests;
- Saving important contacts;
- Requesting an appointment, or price quote;
- Scanning any QR code and view content immediately;
- Sharing your experiences with friends on Facebook or via email;
- Saving your favorites for faster viewing later on.



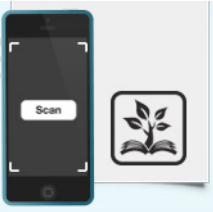
In just 3 easy steps, Print2life is paving the way for the future of print.

**1**



Point your tablet or smartphone at a page that shows the print2life icon

**2**



Hold your tablet or smartphone about 12 to 18 inches above the page and tap to scan

**3**



Keep your tablet or smartphone above the page to bring interactive content to life.

A FULL SERVICE DOCUMENT MANAGEMENT COMPANY WITH OVER 20 YEARS OF EXCELLENCE

949.752.7070 - 866.485.SCAN (7226) - info@spectruminformation.com - www.spectruminformation.com