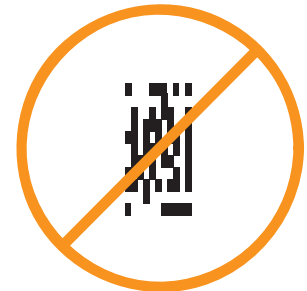# SCANLIFE

EZcode Publishing
Guidelines

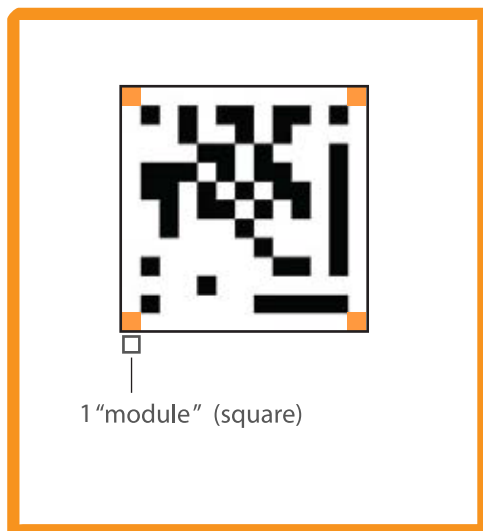# TECHNICAL GUIDELINES FOR PUBLISHING EZCODES

EZCODE SIZE & DIMENSIONS

o   Minimum Size: 0.5 in/1.21cm

o   Maximum Size: Unlimited

o   The dimensions must stay
      square, any compression
      will result in a failed scan.

0.5 in/1.21 cm

Note: Recommendations made for
standard camera phones without
advanced auto-focus or macro lens.

BORDER SPACE

1 "module" (square)

Codes should have at least (1) "module"
(square) of free space on all sides.
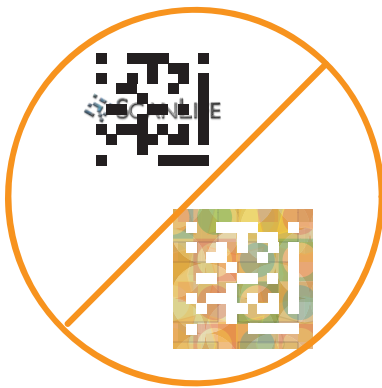The space should be the same as the
background color.

COLOR

There needs to be sufficient contrast between the EZcode color and the background color for the codes to be read.

Note: Scanbuy strongly recommends using any combination of black and white, as colors can reduce the chance of a successful scan.
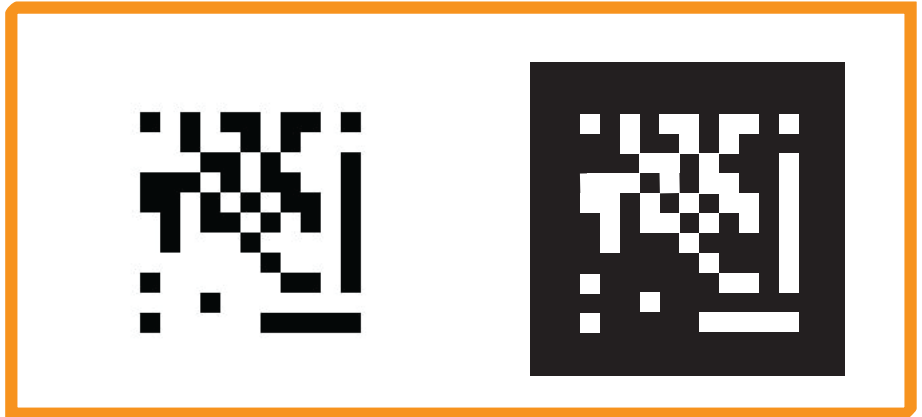
OTHER VISUAL RESTRICTIONS

o   Do not place any background images behind the code

o   Do not place non-solid texture behind the EZcode

PLACEMENT

Codes can be used or placed on any visible medium, including print, TV screens, and computer monitors.

PRINT PRODUCTION QUALITY

o   Unnecessary file compression can be caused by moving the code files between applications

o   Do not duplicate codes via low quality copying machines

Image Format

The Image Format of the code is chosen when you are ready to download it. It can be JPEG, PNG, BMP, or TIFF. These formats differ by how much resolution and detail they contain.

- JPEGs and PNGs are suitable for screen resolution
- TIFF is recommended for print
- BMP has the most detail

Image Size

The Image Size of the barcode is chosen when you are ready to download it.

- Large = 500 x 500
- Medium = 300 x 300
- Small = 130 x 130

SUGGESTIONS FOR DOWNLOAD INSTRUCTIONS

The following are options on how to communicate the download process
to users based on available space.

Option 1 (Limited Space)

Basic:	Text 'scan' to 43588
Additional:	Scan this code. Text 'scan' to 43588 to begin
Additional:	To see what is in the code, text 'scan' to 43588

Option 2

1) Text 'scan' to 43588, Download the free application
2) Launch ScanLife, scan a code and get access to content

Option 3

1) Text 'scan' to 43588 or go to www.getscanlife.com on your mobile phone
2) Download the free application, it only takes a minute
3) Launch ScanLife, scan a code and get immediate access to websites,
   info and content.

Disclaimers:

Mandatory:	Standard data rates may apply
Optional:	Available on select web enabled camera phones
Optional:	Go to www.scanlife.com for more information

Visual Toolkit

Scan This   Text "Scan" to 43588

Recommended

Text "Scan" to 43588

Note: Assets are available
upon request.

2D codes are a new technology, so the following tips are meant to provide some initial direction for activation best practices. These should help in leading to a better consumer experience in market.

1.   Content is Key!!
        One of the key advantages of 2D codes is that they can be a portal to an infinite number of unique ideas, but remember that there must be some value and relevancy for the user. So, when creating a code, consider the following benchmarks:

        o   Useful – provide current information, make it mobile relevant
        o   Unique – unique access to content only through a code
        o   Interactive – keep it simple, but engaging

2.   Clearly Communicate How & Why to Scan a Code
        To ensure user adoption, communicate a call to action to scan a code with the camera phone. Give them an incentive to scan and tell them how:

        See the above suggestions on download instructions.

3.   Integrate Codes into the Overall Message Flow
        Think about codes as a way to extend one medium to another. Using codes as a seamless transition will offer a better user experience from one place to the next.

4.   Think About the Environment
        The mobile medium is fantastic because it is so personal and it can be so relevant to a mobile lifestyle. Keep that in mind when using codes. Remember that every phone is different, so technical limitations will also vary.

Please refer to the Mobile Marketing Association's list of guidelines at www.mmaglobal.com.