

# Key Points

Nine out of ten New Zealanders now own smartphones... don't miss out on this fast-paced market.

We have introduced a product that is quite unique and a fresh new approach to marketing. It incorporates the use of QR Codes - WITH A DIFFERENCE, giving you extra exposure on the Internet and landing your details and services onto 1000s of peoples' smartphones for quick easy reference with retention.

FindUs Marketing Packages and Unique Codes enable you to:

- Capture the Smartphone market
- Increase your internet presence and Google rankings
- Be part of local information portal
- Run Loyalty programmes
- Utilise the FindUs App as your own App with quick links and more..
- Run competitions
- Link into and from FindUs Property Site
- Link into and from Vehicle Rentals & Sales
- Link into and from www.schools.co.nz (owned by FindUs and linked into the FindUs Site)
- Engage customers via smartphones at events, shop windows, mailouts
- Utilise your online advertising with FindUs as your own website
- Use as your motel compendium of local information - land this info onto customers' phones
- Engage your customers by landing your menu or special links onto their phones
- Build databases
- Run sports cancellations and notices
- Create links back from non-competitors' pages and work as a network to help increase traffic

Have your information retained on 1000s of potential clients phones today!



# About QR Readers and QR Codes

[www.findus.co.nz/app](http://www.findus.co.nz/app)

QR (quick response) codes originated in Japan for tracking car parts. Each code is a unique identifier, a highly sophisticated form of barcode. To scan a QR code, you photograph it with your smartphone and a QR reader on your phone interprets the symbol. Generic QR readers may already be installed on your smartphone, or can be downloaded. Standard QR codes can be read by any generic QR reader and take you to a URL (website link). But QR codes can have unique functions and provide a lot more power, eg: Subway developed their own QR codes that must be read with the Subway App and enable you to collect your Subway points on your phone.



FindUs QR codes can only be read with the FindUs App which has multiple functions unique to New Zealand and as far as we are aware, the world, giving you the opportunity to be part of leading edge technology without the price tag!

**Will your customers use them?** As smartphone usage rises, more people are using QR codes and understanding the technology, and those that don't will certainly be inquisitive, which may open the door for conversation and a potential sale.

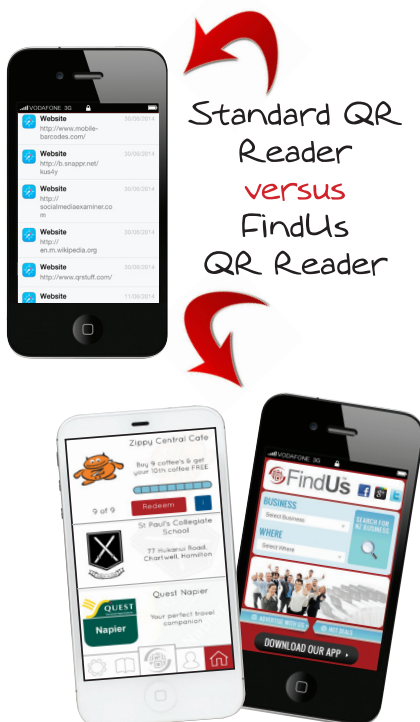
## What is the difference between a Generic QR Code and a FindUs QR Code?

### Generic QR Reader

- Can be downloaded FREE and will scan all standard QR codes taking user to a link, eg. website link or wording
- Cannot read FindUs QR codes
- Often when scanned the link or info is lost or hard to navigate and locate links
- Single function tool. Does not have the features of the FindUs App.

### FindUs QR App (Reader)

- Can be downloaded FREE and will scan ALL standard QR codes taking user to a link, eg. website link
- When your business FindUs QR code is scanned it loads your logo and address on your customer's phone for quick, easy visual reference
- Links to your advert for easy reference, any updated details including map, enquiry box, phone button, contact details and more.
- Ability to run a loyalty programme
- Events App function
- Thousands of peoples' phones have the FindUs App where your business could be listed
- Your advert that sits behind your App Slide is mobile friendly and searchable by Google
- Every time visitors click onto your advert it is increasing your rankings in Google
- Can run a survey or feedback plus bookings and social media links
- Multi function electronic wallet, eg. collect coffee or gas fill counts and store multiple reward cards on your phone
- No more losing your reward cards – all links and rewards are backed up on our secure server
- We market the FindUs App through events, sports, promotions, competitions and more... to encourage the scanning of your FindUs QR Code
- The FindUs App is constantly under development with additional features, keeping users interactive and aware of ongoing new functions, all linking back to your information, giving your business additional branding



**Download of the FindUs App and once-only customer registration only takes a minute – after that, it's as easy as taking a picture!**