



QR Code Maker *available with MediaCast CMS*

Get Personal with QR Codes!

MediaTile's cloud-based MediaCast Content Management System (CMS) now includes direct support for QR Codes and a QR Code "Maker." This resource simplifies the job of making QR Code assets, layering QR Codes onto existing images, using QR Codes with Composer, and tracking QR Code usage in the reports channel.

If you are not familiar with a QR Code, it is a graphical representation of a web page address that is electronically readable by smartphone with a camera. By adding QR Codes to your media strategy, viewers can conveniently scan them, and access web-based content easily at any time, without having to write down complex web addresses.



Connect with Viewers

QR Codes make life easy for viewers and communicators. With QR Codes, viewers can quickly and easily link to the web pages that you'd like them to visit. It is a great way to get viewers to take action, direct them to online information resources, and take the digital signage experience mobile.

Easily Create QR Codes

The QR Code Maker is now included as a standard feature of MediaCast CMS. Making a QR Code is as easy as naming it, and entering an internet address. The system automatically creates a QR Code asset and adds it to your media directory.

Add QR Codes to images

Adding QR Codes into your existing media is also easy. You can embed a QR Code asset on top of an existing image, such as a jpg, gif or png file. Simply open the image, add the QR Code, and position it with your mouse where desired.

Add QR Codes to flash

QR Codes can also be used with the MediaCast CMS Composer tool. Composer enables you to create professional-looking Flash content by simply entering text, images, video, and now QR Codes into pre-defined templates.

QR Code Reporting

You can track the number of times each QR Code was followed to its associated web page and gain consumer intelligence. Each time a QR Code is scanned and the web page opened, the MediaCast system logs the entry in the reports channel.
