

Scan-or-Click QR Codes



(scan-or-click)

As you may already know, Liaison Messenger EDD operates on metadata principles, employing special tags known as DITs to identify information within your forms and reports. This capability not only facilitates the identification of data for fundamental routing and distribution tasks like printing, emailing, bursting, and archiving but also allows for real-time augmentation and the addition of intelligence to documents.

With that said, we are thrilled to introduce you to a very cool feature: Scan-or-Click QR Codes. With this latest innovation, **Liaison Messenger EDD can generate and embed unique QR codes into any form**, dynamically tailored to the specific data of each individual form like; Invoices, Picking Tickets, MSDS, Purchase Orders, etc

In developing this feature, our initial consideration was how people commonly use QR codes, which is typically with their smartphones or smart devices. For example, you might find yourself in a store and encounter a QR code printed on a product's price tag or mounted on a shelf. A simple scan of this code instantly takes you to the manufacturer's landing page for detailed product information.

Likewise, when it comes to travel, many individuals use their phones for boarding passes. Airlines push the e-ticket directly to their cell phones, effectively transforming their mobile devices into e-tickets. At the boarding gate, passengers conveniently place their phones on the scanner, which confirms their physical check-in. **But how can we apply this technology to business documents?**

One invaluable insight we've gathered over the past two decades is that people truly love Liaison Messenger's unmatched ability to intelligently attach supporting documents to items such as invoices or statements.

Now, instead of just being able to physically attach or merge potentially enormous supporting documents, we've introduced an innovative solution in a QR code that can swiftly retrieve or display these documents from a website. Of course, we recognize that this might be less than ideal if you're working on your laptop and need to switch to your phone to **Scan** the code to view the supporting document.

Here's where the **Scan-or-Click** codes come into play. When you're using your PC, all you need to do is use your mouse to click on the QR code, and it will promptly retrieve the document directly on your computer. However, if you're already viewing the original document on your phone, it's impossible to scan, and your phone also lacks a mouse.

In that scenario, you can effortlessly tap on the QR code with your thumb, and the supporting document will be instantly displayed on your phone.

Now, you might be wondering why even a QR Code in the first place, **why not just include it as a hyperlink** (*which we can do, as well...*) if you can click it? This is where the unique feature of our Scan-or-Click QR Codes comes into play.



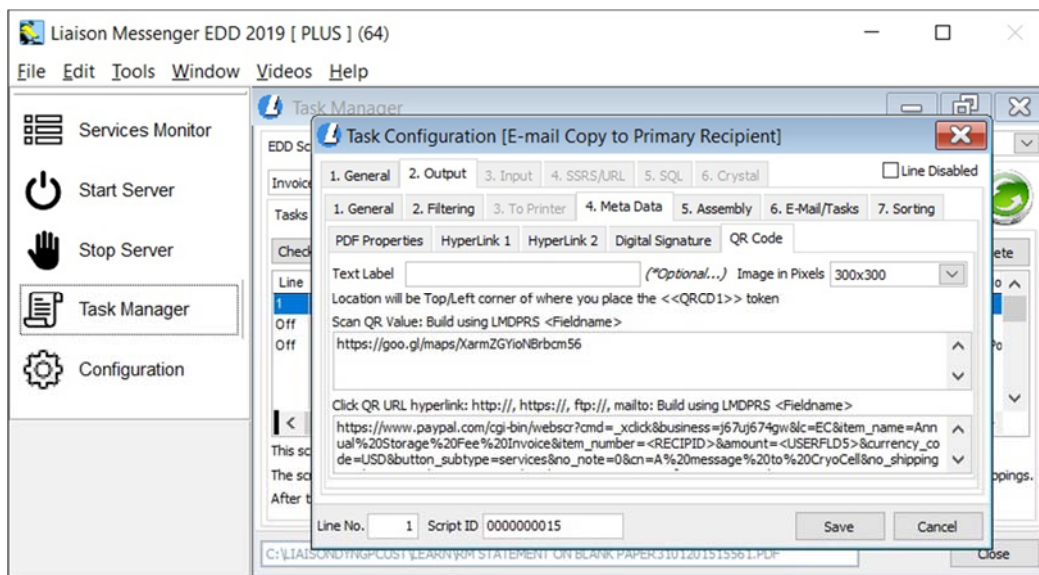
Payment Portal Example
(scan-or-click)

Behind the image, there's an exciting hidden capability: **our QR codes are also dual-purpose**. This means you can assign different actions for a "Scan" that are distinct from those for a "Click," offering flexibility and convenience in how you interact with the QR code.

Indeed, if they **Click** the QR code, it will download or display the supporting documents, like delivery tickets, MSDS (Material Safety Data Sheets), or product warranty sheets. However, if they **Scan** it from their phone or tablet, you could direct your client to an instructional video on how to use the product.

Alternatively, it can lead them to a product registration page, pre-populated with their name, account details, and SKU. As you can see, Liaison Messenger not only acquires knowledge by reading the metadata but can also transmit this knowledge as parameters, significantly enhancing the experience for the recipients of your documents.

Imagine you're hosting an event, like a conference. A person registers and pays for their registration. Liaison Messenger EDD promptly emails them their registration receipt, complete with the dual-purpose Scan-or-Click QR Code. When attendees "click" the QR Code, it seamlessly redirects them. If they're on a computer, it whisks them away to the event's agenda page on the web. On a mobile device, it's even more intuitive; it launches a Map app, offering step-by-step directions to the event.



When your guests arrive at the event venue, they simply approach one of your on-site scanners and scan the QR code from their phone or printout, and voila! Their attendance is confirmed, and their badge is instantly printed. It's as effortless as using e-tickets when boarding a plane with your phone.

Liaison Messenger's metadata capabilities go beyond QR Codes. You can use metadata to create features like certified Adobe Digital Signatures, Smart Logos, and interactive images in electronically sent documents. This feature enhances the versatility of your documents, making them more dynamic, interactive, **and of course Smarter...**



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