



# MICROSOFT TAG

Snap it, read it, got it

# Microsoft TAG?

*Accessing online content from my mobile is cumbersome*

*Getting content from my PC to multiple mobiles should be easier*

*Still can't measure the effectiveness of certain marketing spend*

*Connecting my brand with the mobile user should be simpler*



<http://gettag.mobi>

*Read it = have it*

*Know it = Improve it*

# What is Microsoft TAG?

Microsoft TAG is a marketing solution that bridges today's void between the physical world and digital life



# Broad Applicability



Sweepstakes -> Enter and See what you've won

Game -> Answer, Mini-game

Affiliate Program -> Sign Up and Log Your Points

New Product Introduction -> Create Excitement and Try-It-Out Coupon

Events -> Details, Directions, Reminder,

Billboard -> Find Out More

Real Estate Sign -> Details & Remember

Movie Ad -> Trailer & Movie Times

Zoo Exhibit-> More Info & Videos

CD -> Sample Tracks & Artist Info

Voting -> Select Favorites & Create New Scent

Baseball Card -> Real time stats

Business Card -> Contact Import

Your Tag....



# TAG Value for Consumers



**SIMPLE**

*TAG is instant,  
simple and at  
your fingertips*



**USEFUL**

*Instant access  
to content for  
you to enjoy &  
easily share  
with friends*



**FUN**

*Access to content  
is more convenient  
and exciting –  
there is a piece of  
mystery to each  
Tag*

Tag works on internet capable phones: Windows Mobile, iPhone, Blackberry, Symbian, and J2ME

# TAG Value for Publishers

## CONNECT

*Reach audience in compelling ways using their mobile device*

*Multitude of scenarios and media*

## FLEX

## KNOW

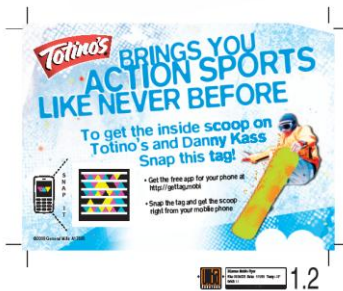
*Measure campaign effectiveness*

The screenshot shows a web interface for managing tags. At the top, there are tabs for 'Categories' and 'Tags'. Below the tabs, there is a 'Manage' section with a 'Category:' dropdown and a 'Create a Tag' button. A table of tags is displayed with columns for 'Title', 'Render', and 'Report'. The table contains four rows of data:

	Actions	Title	Render	Report
<input type="checkbox"/>	<input type="checkbox"/> Edit <input type="checkbox"/> Delete	Marja		
<input type="checkbox"/>	<input type="checkbox"/> Edit <input type="checkbox"/> Delete	Microsoft		
<input type="checkbox"/>	<input type="checkbox"/> Edit <input type="checkbox"/> Delete	P&G tag		
<input type="checkbox"/>	<input type="checkbox"/> Edit <input type="checkbox"/> Delete	Tag Blog		

Below the table, there are 'Render' and 'Report' buttons with question marks. At the bottom right of the table area, it says 'Page 1 of 1'.

# MSFT Tag - A Complete System

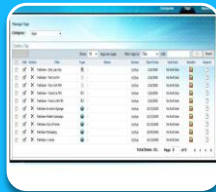


## Tags

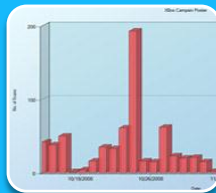


## Microsoft Tag Reader

(Windows Mobile, iPhone, Blackberry, J2ME, Symbian)



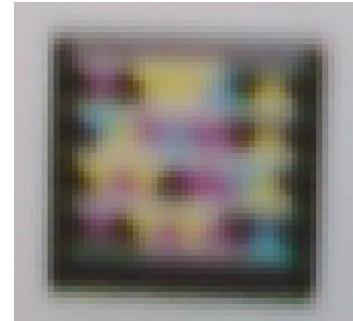
## Tag Management System



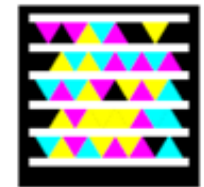
## Analytics and Reporting

# Barcode Technology Evolution

- **Complete Solution.** Microsoft Tag is complete, turnkey solution
- **Flexible.** Can change content and URL at any time
- **Size.** Smaller - 5/8" x 5/8" with dependable decode even in unfavorable conditions
- **Analytics.** Powerful tracking and analytics
- **More Secure.** Only you control what your users see and we have the ability to disable abusive tags
- **Viral.** Tags can be shared between users and saved for retrieval @ a later time
- Based on **High Capacity Color Barcodes (HCCBs)**, invented by Microsoft Research



*A successful scan using a Samsung Blackjack II handset. The size of the barcode square is about 40 pixels*



*Relative size of QR Code and Microsoft Tag*



# Start Today!

- △ **Get started today  
– pilot and roll out**
- △ **Works on major  
phone platforms**
- △ **Free to Scan; Free  
to Create & Use\***



**gettag.mobi:  
Get Tag for Your Phone**



**tag.microsoft.com:  
Make a Tag**



**www.microsoft.com/tag:  
Find Out More**



# *Microsoft*<sup>®</sup>

*Your potential. Our passion.*<sup>™</sup>

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