



# DRB Systems®



SmartCodes allows attractive barcodes to render on devices like the home PC or a smartphone.



## SmartCodes®



SmartCodes creates a link that can be embedded in your texts or emails that, when clicked, become easy-to-read QR barcodes.

## SmartCodes®

### Embed Powerful Links in your Email and Texting Services!

To reach today's connected consumers, you need to get your message where their eyes are – on their smartphone or computer screen.

SmartCodes by DRB Systems allow you to easily create links that can be sent in texts, emails or posted on the web in places like Facebook, Google Places and Foursquare. When these links are clicked, they create an attractive, easy to use barcode that can be scanned at your site – either on the Xpress Pay Terminal®, Portable Touchscreen Terminal or at a regular register position.

SmartCodes can be read by your Xpress Pay Terminal, Portable Touchscreen Terminal as well as image barcode readers. (Check for product compatibility).



U S I N G   T E C H N O L O G Y   T O   E N H A N C E   Y O U R   C U S T O M E R ' S   E X P E R I E N C E

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## SmartCodes®

Embed Powerful Links in your Email and Texting Services!

### How Does it Work?

First, you create your relationship with a third party text or email service. Then you supply them with a series of prepaid codes from SiteWatch®. Your text or email service then places these unique codes as links into each item sent. When the consumer clicks the link, an attractive barcode and offer is presented that can be easily scanned at the site. Because each link can be unique, you will be sure that they can be used only once. Or, if you choose to send a coupon, it can be set to expire on a specified date to limit usage.



Connect to the next generation of car wash consumers with SmartCodes by DRB Systems

If you've tried including barcodes for coupons or prepaids in your marketing emailings, you know how difficult it can be, especially when you're targeting smartphones. For example, if you try to embed the barcode as a graphic, your customer must press the "show pictures" button (and the barcode probably won't scale right on the small screen anyway, making it unreadable by the scanner). In another example, you might try putting your message into a .pdf attachment only to find that the consumer has to zoom and pan



- A) Sample of rendered SmartCode, including a "find locations" option
- B) iPhone Passbook message that appears on lock screen when at site
- C) SmartCodes supports the iPhone Passbook feature, including location sensitivity, site listings, and easy directions to the site.

to show the barcode part (wasting time at the site and causing frustration). Worse yet, your message that looked pretty good on a computer monitor looks not-so-good on a smartphone. And to top it off, you can't send barcodes in text messages at all.

With SmartCodes, you can format your message to make sense on any screen size, or even fit into a 140 character text message – and let our SmartCode server turn a simple text-based link embedded in your message, into an on-screen coupon or prepaid with a barcode that looks nice, and scans on your SiteWatch system.

Also, SmartCodes supports the popular iPhone Passbook function. This means that your offer can be placed in the consumer's Passbook to allow for reminding them that they are close to the site, showing all your locations and even showing easy directions to the nearest site. iPhone Passbook supports up to ten locations per region.

*46 Million Americans Will Redeem Mobile Coupons this Year – Catch this Wave by Using SmartCodes by DRB Systems!*



USING TECHNOLOGY TO ENHANCE YOUR CUSTOMER'S EXPERIENCE  
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