IMPROVES UPON PRINTED BARCODES
- Can be scanned from any angle
- Fast detection
- Requires line of sight
- Low cost
- Highly visible and easily recognizable

IS A SUBSET OF RFID TECHNOLOGY

QR | ADVANTAGES
- Low Cost
- Visible + Recognizable
- Broad consumer knowledge on how-to scan
- High customer adoption
- High smartphone adoption

NFC | ADVANTAGES
- High customer adoption
- High smartphone adoption
- Requires line of sight
- High security/Authentication/Exclusive content
- High value 

QR | DISADVANTAGES
- Rely on good lighting conditions
- Need to open an app to scan
- Susceptible to physical damage
- Usually discarded after event/purchase
- Not secure

NFC | DISADVANTAGES
- More expensive
- More difficult to embed

QR | WHERE IT WORKS BEST
- Pre-Purchase | Purchase | Post-Purchase

NFC | WHERE IT WORKS BEST
- Pre-Purchase | Purchase | Post-Purchase

QR | COMPATIBILITY
- A. Consumable goods
- B. Packaging and labels
- C. Interactive signage

NFC | COMPATIBILITY
- A. Embedded products
- B. Natural and physical

QR | US CASES
- A. Brand content
- B. Product information
- C. Interactive signage
- D. Social media

NFC | US CASES
- A. Brand content
- B. Product information
- C. Interactive Signage
- D. Social media

THROUGH THE CUSTOMER JOURNEY
- Pre-Purchase
- In Store Experience
- Unboxing / Setup
- In-Home Experience
- On-Device Tracking
- Post-Purchase