

## Invisible material can link offline print to digital content



While the introduction of QR codes may have made it easy for publishers to link their offline and online content, we're now seeing efforts that offer the same functionality without the need for visible markings. Similar in some ways to [Blippar](#), [Touchcode](#) has now developed a way to integrate tags into print without affecting its design. What's more, unlike most innovations we've seen in this field, the technology doesn't require the user to scan the print with a camera in order to access the digital content.

Using a printable conductive material which is invisible to the human eye but can read by smartphones and tablets, Touchcode is designed to emulate the abilities of QR codes without the need to dedicate space on a page or product label for a visual symbol. Touchscreen devices with a Touchcode-enabled app loaded can automatically read the information embedded in the printed material by placing their device against it. The invisible material then interacts with the device's touchscreen by acting like fingers typing out a code for the app to read, according to a [report](#) on Laptop Magazine. The material can be printed on several types of media, including paper, carton or foil, and can enable access to digital content within a Touchcode-enabled app or online.

One of the unique aspects of the development is that it can be used to detect the validity of a product such as an event ticket or luxury item without allowing counterfeiters to know what the code looks like. Touchcode has already teamed up with Nukotoys in the US, ICONIST magazine in Germany, and Cartamundi and iSuperGoal in Israel. One to try out on your own events, publications, or marketing campaigns?

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