

WEARABLE PATCHES FEATURE SCANNABLE CODE



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There are ever more connections being forged between the online and offline worlds, as we've been noting regularly for years. We've already seen [T-shirts printed with scannable QR codes](#), and now a Pennsylvania startup is adding flexibility to the concept by putting the codes on patches that can be affixed practically anywhere. Pennsylvania-based [Tikaro Interactive](#) now offers a series of 2-by-4-inch, Velcro-backed patches with a "mysterious commando" design on top and a QR code on the bottom. The code on each [p8tch](#), as they're called, is actually a URL that can be scanned with a smartphone. Initially it directs scanners to the domain "p8t.ch," but patch owners can set the redirect target of the URL to whatever page they wish, much like with [TinyURL](#) or other URL shortening services. Bloggers, for instance, can redirect the code to their blog; videographers can send it to their latest YouTube video. Users can change the target URL as often as they like. Each patch costs USD 19.95, including one waterproof, machine-washable patch along with two rectangles of Velcro "loop" fabric for attachment to a jacket, backpack, laptop sleeve or other visible spot. Also included in the price are a pass phrase for redirecting the patch's target URL and two .png files of the associated QR code. Just as consumers have long used real-world products and brands to tell the world who they are, so too have online destinations come to play a similar role. The opportunity? Create a [digital lifestyle lubricant](#) that lets users flaunt their online affiliations in the offline world, and you may receive some nice lifestyle lubrication in return! 😊 (Related: [Google window decals link online & off for retailers](#) — [Bumper stickers recruit Twitter followers in traffic](#) — [Electronic business card forges online connections](#).) Spotted by: Jeremy Pope

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