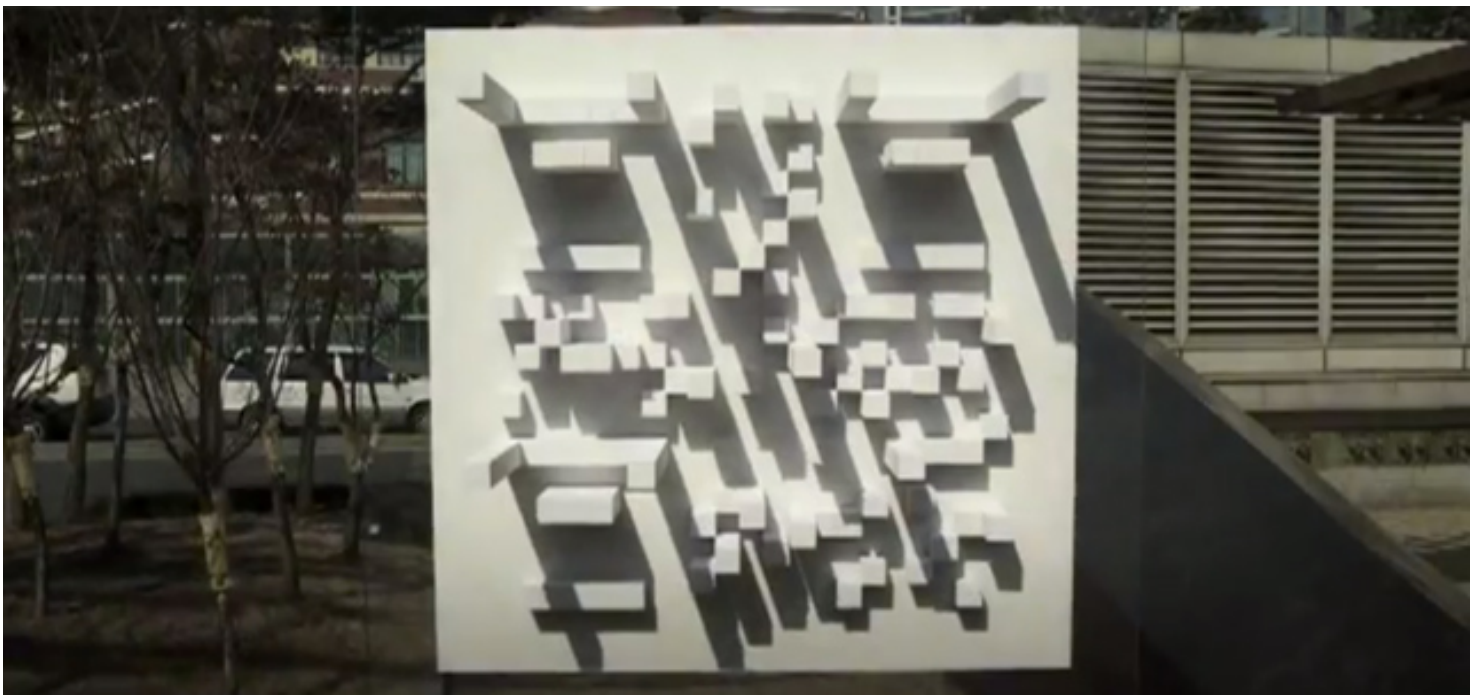

IN SEOUL, RETAILER USES 3D QR CODES AND THE SUN TO DELIVER DISCOUNTS ONLY DURING ITS QUIET TIMES

ADVERTISING & MARKETING

Korean Emart recently placed 3D QR code sculptures throughout the city of Seoul that could only be scanned between noon and 1 pm each day — consumers were given discounts at the store during those quiet shopping hours.

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