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YOUR ONLINE PRESENCE, CAPTURED IN A SINGLE QR CODE

 WORK & LIFESTYLE

There's no doubt the venerable business card has served generations of meeting attendees well, but today's highly networked era seems to call for something more. Much the way the [MingleStick](#) helps translate physical meetings into online ones via a dedicated device, so [Skanz](#) uses QR codes to capture and share users' online presence. Now in private beta, New York-based Skanz lets users convey all their online details through a single QR code. To do that, they simply visit the Skanz site and enter all the information they want to share. The result is a QR code that can be affixed to the back of a mobile device or displayed on a wristband. Either way, every time users meet someone they'd like to follow up with later — whether for business purposes or otherwise — they simply scan each other's QR codes with a free accompanying [app](#) for instant access to the relevant information. Slated to launch later this month, Skanz will offer virtual QR codes for free; stickers will cost USD 5, wristbands will be USD 15 and cell-phone covers will be priced at USD 20, according to [Consumer Reports](#). The video below explains the premise in more detail:

We've been following the increasing overlap between the online and offline worlds for years already, but there are still many more OFF=ON connections to be forged. What digital lifestyle lubricants could your brand bring to the table? Spotted by: Florent Lesauvage

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