

QR Codes

PRESENTER

Emily Dorr

Jean Peterson Design



Why the hype?

Tie real-world objects to online content

Who's scanning?

Gen X

Gen Y

High income

Which OS?

Apple – 68%

Android – 26%

Blackberry – 4%

How?

Goo.gl
Bit.ly
Microsoft Tag
and more



Faux pas

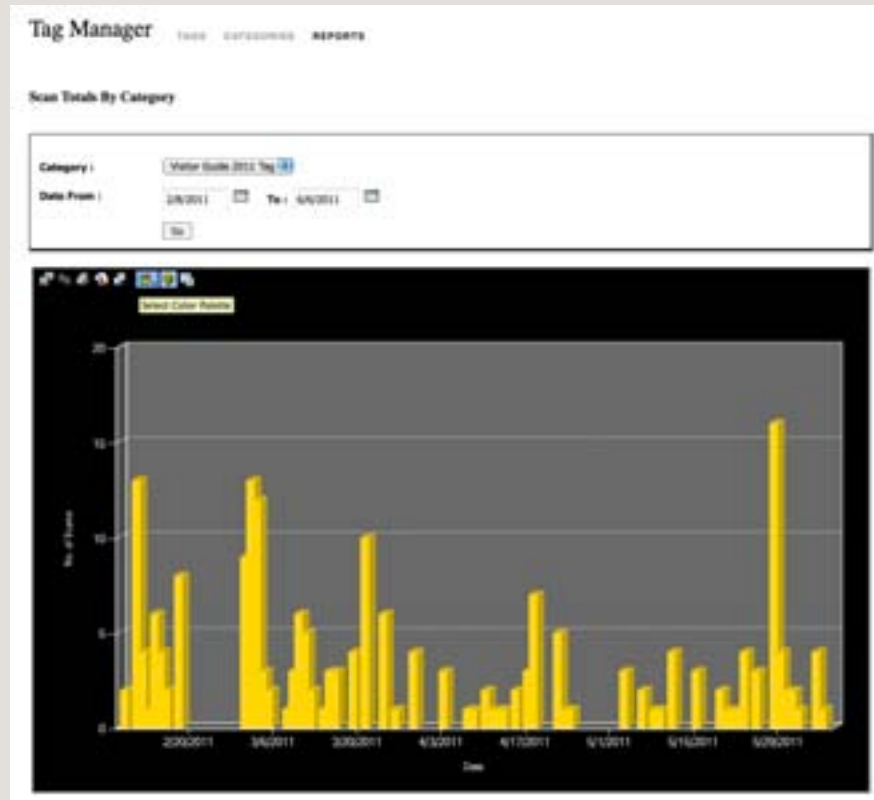
Non mobile-friendly content



For the non-tech

Always provide a URL

Analytics



Where?

Pre-marketing

Giveaways

Booth

Staff shirts

Floor

Most interested in

Coupons

Enter a sweepstakes

Access additional information

Make a purchase

Sign up for more information

Access video

Interact with social media



Business Cards-Add contact info to phone





Staff Shirts-Direct traffic to online content

DESTINATION Frederick
The City. The County. The Region.

Harpers Ferry, South Mountain, Antietam, Gettysburg, Monocacy...

each just a few miles away and why the Civil War brought both Union and Confederate armies to Frederick, Maryland, the largest "northern" city Gen. Lee ever occupied. 150 years ago Maryland debated secession here, but stayed in the Union when Federal troops intervened. Later, thousands of troops fought near here, and in many cases recuperated here, as Frederick became "one vast hospital," placing it at the Heart of the Civil War.

Free Visitor Guide and Civil War Trails Maps
800-999-3613 or www.fredericktourism.org



Tourist Council of Frederick County, Inc.
101 S. BERRY STREET
FREDERICK, MD 21701



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CIVIL WAR HISTORY

LIST OF THE CIVIL WAR 150th ANNIVERSARY

2011 FREDERICK COUNTY 150th ANNIVERSARY OF THE CIVIL WAR HIGHLIGHTS
For details and a complete listing: www.historicfrederick.org

Second Saturday Luncheon
February-September, 11am
National Museum of Civil War Medicine

The Victorian Interest
April 2 & 3
Monocacy National Battlefield

Slavery in Frederick County Exhibit
April 2-December 18
Roger Brooke Taney House

Bell and History Handball Festival
April 3, 5pm
Ballona National Shrine
of Saint Elizabeth Ann Berens

The Burning Question of Secession: The Maryland Legislature Meets in Frederick
April 29, 30 and Sunday, May 1
Downtown Frederick Locations

Civil War Encampment
July 9 & 10
Rose Hill Mason Park

147th Anniversary of the Battle of Monocacy
July 9 & 10
Monocacy National Battlefield

The 146th Anniversary of the Battle of South Mountain
September 10 & 11
South Mountain State Battlefield at
Washington Monument State Park

FREDERICK COUNTY was at the crossroads of America's Civil War. Located on the Mason-Dixon Line, Frederick County's rural areas were the site of battles. Its municipalities were alternately occupied by troops from both sides, while its towns were at odds with each other over the issue of slavery.

Frederick County was the site of two important battles during the conflict. The Battle of South Mountain, September 14, 1862, allowed General Robert E. Lee to hold back General George B. McClellan's army and engage his men again at Sharpsburg, where the Battle of Antietam was fought several days later. The Battle of Monocacy, July 9, 1864, known as "The Battle That Saved Washington," represented the final Confederate effort to move the war into the North. While General Lee Wallace's 5,000 Union soldiers were defeated by General Jubal Early's 18,000 troops, the encounter afforded Washington, D.C., enough time to gain military reinforcements for the city.

Immediately following the battles of Antietam and Monocacy, Frederick was transformed into a hospital center. Frederick's "showered upon" churches were used as makeshift ambulances where as many as 8,000 soldiers were treated at one time. The story of the city's compassion and medical progress is depicted at the National Museum of Civil War Medicine in Downtown Frederick.

Other unique chapters of Civil War history occurring in and around Frederick include the 1861 temporary transfer of the Maryland State Legislature from Annapolis to Frederick, where secession was debated. Local heroine Barbara Finlay was made famous by John General Whittier's poem immortalizing her legendary 1862 confrontation with General Stonewall Jackson. Equally fascinating is the 1862 discovery of Lee's lost orders by Union soldiers that gave the North a distinct advantage in the conflict at Antietam. Also in 1862, President Lincoln visited Frederick and addressed local residents following his heated meeting with General McClellan at Antietam. In 1864, Frederick banks and business leaders responded to Confederate General Jubal Early's ransom demands of \$200,000 to save the town from destruction. Civil War enthusiasts wanting to retrace the steps of Union and Confederate soldiers can do so on the Antietam and Gettysburg can-do in the Maryland Civil War Trails program. Sites of rapped and unraped dirt roads with which you may explore the three counties (Frederick, Carroll, and Washington) that comprise the Heart of the Civil War Heritage Area.

A listing of Frederick County's Museums & History Sites is featured on page 48.

SCAN TAG
to view related videos.
See page 2 for instructions.

HistoricFrederick.org/Video

800-690-3612 | www.historicfrederick.org 18

Frederick County Tourism

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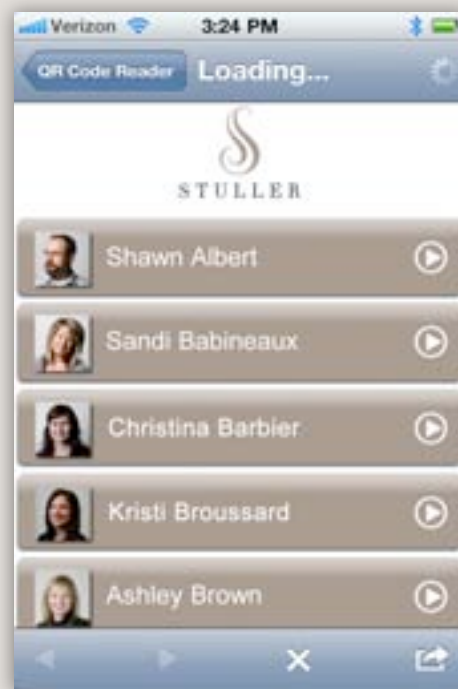
NEW HD-DEFINITION VIDEO ACCESS

Introducing the Destination Frederick County Home Tour, QR-Code-Enabled! Scan the QR code on the printed page to the web. Using your smartphone, simply scan the QR codes that you will find throughout this travel guide to see a video of the scenes.

- Download the free Microsoft Tag Reader application from Google or your smartphone app store.
- Look for QR codes throughout the travel guide.
- Open the Tag Reader, hold your smartphone's camera over the tag and watch your 3D subject as a page concerning related video.

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Publication-Send to more information video



Mobile site for tradeshow

Recommendations

- Invest and experiment while the cost is low.
- Discuss with existing marketing & technology partners.
- Test different generators and readers.
- Test codes on various phones prior to using.

What's next?

NFC=Near Frequency Communication



QR Codes

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