



Case Study

Case Western Reserve University, Ohio
NeoMedia Technologies/ qode product

Campaign – Student Orientation- Campus Scavenger Hunt

Company- Case Western Reserve University and NeoMedia Technologies, Inc (neom.com)

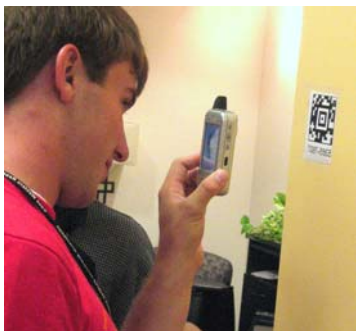


Goals

Case Western Reserve University conducts annual student seminars and first year student orientations during summer sessions. Each year, student services and student leader conduct campus tours during the orientation that are based on a cultural theme or idea. During the summer session of 2007, Student services' department decided to add an element that would encourage student involvement and add an edge to their first time campus experience. NeoMedia Technologies offered qode, a mobile 2D code recognition system, in alliance with Sprint mobile devices to offer an advanced interactive technology solution.

Idea

Case Western Reserve University orientation leadership was trained on their own qode-Link Manager account where they created 2D aztec codes, linked mobile content- personal WAP pages, and printed the codes for each campus location in the annual scavenger hunt. Content in the code included information about the location the code was placed and a clue to their next code location. NeoMedia Technologies teamed up with Sprint who provided 48 enabled Pocket PC mobile phone enabled with the qode program.



Results

Groups of students, each orientation, used the qode technology to participate in the scavenger hunt. Prizes were awarded to the group that visited the most locations in 30 minutes. The winners were confirmed through the link-manager reporting feature that collects the phone model and the activated codes.

Company Information

NeoMedia Technologies, Inc. (OTCBB: NEOM) is the global leader in optically initiated wireless transactions, bridging the physical and mobile world with innovative direct to web technology solutions. To provide a robust high-performance infrastructure for the processing of optical codes NeoMedia extends their offering with award winning Gavitec technology. Located in Germany, Gavitec AG-mobile digit is a leader in development and distribution of mobile scanners and software for mobile applications. In addition, Gavitec provides standardized and individual solutions for mobile marketing, couponing, ticketing and payment systems. To learn more visit www.neom.com, www.neoreader.com, and www.mobiledigit.de

Case Western Reserve University Is a private research university located in Cleveland, Ohio. It was formed in 1967 by the federation of **Case Institute of Technology** and **Western Reserve University** and founded in 1826 as the Western Reserve College. The university offers programs of study in Arts and Sciences, Dentistry, Engineering, Law, Management, Medicine, Nursing, and Social Sciences. Case Western Reserve University is distinguished by its strengths in education, research, service, and experiential learning, and these areas are often recognized on both a national and international scale in annual publications and rankings lists.

