



Delga

CONNECTED PACKAGING TECHNOLOGY

QR (Quick Response) Codes

have been around since the mid-1990s, but the pandemic has given them a new lease of life as a 'touch-free' way of exchanging data. Each scan reveals how, where and when we interact with print. OK, they're not especially attractive, but creatives and tech giants are finding ways of making them look better.

Artificial Intelligence and Image Recognition

make print assets such as catalogues more 'shoppable'. By holding a smartphone over an image, users are seamlessly directed to a product and can buy it if they want. There's no searching, no keying of a product code, no delay, and no errors, and marketers get all the data and metrics associated with digital channels.

Specific landing pages (or URLs)

are a rudimentary way for marketers to monitor the website traffic generated by a campaign.

Generic landing pages (or gURLS)

better indicate success than simply driving traffic to a company's homepage, but they don't give insight into individual site visitors or offer any opportunity to capture data on them. There are better ways.

Near-Field Communication (NFC)

is also a fact of post-pandemic daily life as the technology underlying contactless payment. For users, NFC is more convenient than QR codes: there's no need to open the smartphone camera, frame the code and wait for a response. For marketers, it's also more flexible, because they can change information simply by overwriting what's currently on the tag.

Clever URLs

of which there are a variety, redirect visitors but are trackable in real-time, so they're a perfect tool for evaluating the ROI of a printed piece.

Personalised URLs (pURLS)

Can include elements of a recipient's name to grab attention and serve up a uniquely personalised webpage for each visitor. Creating them requires a marketing automation platform but printing them is no different to any other variable data job.

Link shorteners

are used when a URL is long or clumsy, perhaps to link to a tweet or other social media post.

Branded Short Links

typically use an abbreviated version of a company name and are useful in print where a link is not "clickable", as it would be online. Pepsi, for example, has a short link starting 'pep.si'

Extended Reality (XR)

is an umbrella term that refers to all experiences combining reality and augmented or virtual contents. XR is becoming more mainstream and not just for entertainment. Images can be three-dimensional, characters can speak and move, and products can be placed and adjusted.

Augmented Reality (AR)

uses a device, usually a smartphone or tablet, to add an extra layer to the viewer's physical surroundings to create an interactive experience. This could take the form of a 3D model, animation, audio and/or video content and can be used to make print truly interactive. For example, Snapchat image filters - uses the smartphone camera to enhance a real experience by adding digital elements.

Virtual Reality (VR)

replaces the reality you see around you entirely with computer-generated 3D content. This is usually achieved by wearing a VR headset, completely immersing the user in the virtual simulation. For example, Google Cardboard - is more immersive and effectively shuts out the real world.

Mixed Reality (MR)

Combines the power of AR and VR and merges virtual content with the real world. It usually involves a projector to display a virtual image or world through a semi-transparent material. For example, Microsoft HoloLens - combines the two elements.

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