



MEET VISTASCAN:

Take Your Promotional Bags to the Next Level

Imprinted bags are one of the best mobile branding tools in the promotional products industry. Now, BAG MAKERS' VistaScan service combines our ColorVista imprinting with digital barcodes to take printed bags to the next level, creating an interactive marketing experience for your audiences.

VistaScan and Digital Barcodes: The Basics

- **What:** A digital barcode is an imperceptible code embedded in a ColorVista imprint.
- **How:** When scanned by a mobile device's camera using the Digimarc® Discover app, the digital barcode connects users to online content, like videos, tutorials, calendars, social media and more.
- **Why:** Printing artwork or logos on a promotional bag is an effective way to share your brand. Adding VistaScan opens up a digital door to share even more information about your organization, upcoming events or marketing campaigns.
- **Who:** BAG MAKERS offers VistaScan as an added-value print enhancement for orders using our high-resolution ColorVista imprint technology. Our partner, Digimarc Corporation, provides the digital technology and service activation.

VistaScan Orders: The Process

BAG MAKERS will guide you through each step in the VistaScan order process:

- 1) **Select a bag** that suits your marketing objectives and is eligible for ColorVista imprinting.
- 2) **Provide a photo or multi-colored artwork** for the ColorVista imprint. (See our VistaScan technical guidelines document for more details.)
- 3) **Choose the online destination or digital resource** you want to share with your audience. The barcode's destination URL can be changed at any time and as often as desired.
- 4) **Establish a Digimarc account.** Either the distributor or end customer can host the account; the account host is responsible for paying Digimarc fees and updating the destination URL, if needed. (See our VistaScan Technical Guidelines document for more details.)
- 5) **Submit your purchase order and artwork to BAG MAKERS, noting that digital barcoding is to be used.** We will embed the barcode into your artwork using your Digimarc account and will test the barcode. Once you approve the proof, we will print your barcoded promotional bags.

For more information, visit BagMakersInc.com/imprinting/vistascan or email vistascan@bagmakersinc.com.