



CITY OF TEMPLE TERRACE NEWS RELEASE

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FOR IMMEDIATE RELEASE

QUICK RESPONSE (QR) SIGNS DEBUT AROUND THE CITY

TEMPLE TERRACE, FL. – (8/31/11) – You see them popping up everywhere these days – special bar codes called *Quick Response (QR) Codes* that provide instant information when scanned.

Temple Terrace is among the first cities in Florida to utilize QR codes on signs at city facilities. The City is working with the Greater Temple Terrace Chamber of Commerce to create and erect the signs, which are being posted at Temple Terrace City Hall, the Family Recreation Complex, the chamber office and the public library.

When scanned by your smart phone's QR code reader, a free application available online, the signs unveil a wealth of information in the palm of your hand. For example, scanning the QR sign at City Hall will download the home page from Temple Terrace's website.

Likewise, scanning the QR sign in front of the chamber office, 9385 N. 56th St., will bring up the chamber's website on your smart phone. From there, you can navigate the entire website.

"It's cutting-edge technology," said Robert Gordon, director of Temple Terrace Public Works. "With more and more people using smart phones, this is an effective way to transmit information quickly."

Chamber President Phil Lentsch said QR codes "can be an effective and exciting marketing tool. They can add interactivity to brochures, fliers, business cards or any other print media. The possibilities are endless!"

In the city of Tamarac, officials are using QR signs to convey information about special events, such as parades and art shows. Temple Terrace plans to eventually add the signs to its downtown redevelopment area, neighborhood parks and other prominent areas.

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