



## **New QR Code Module for the Responsive Solutions Platform**

**St. Petersburg, FL (January 31<sup>st</sup>, 2010)** – Responsive Solutions, developers of **CUSTOMER+**, a leading web to print and online marketing automation platform, announces the availability of new innovative QR Code functionality as part of their Personalized Marketing Module.

“Use of QR Codes can be of great interest to print and marketing service providers because they represent a way to easily extend the usefulness of a printed piece and tie together print and digital media cost effectively” said Frank Miller, President of Responsive Solutions.

Responsive Solutions has integrated the creation of QR codes directly into the **CUSTOMER+** system and has created an easy to use workflow to automatically place unique QR codes into branded marketing documents such as marketing fliers and business cards.

According to recent studies, smart phone use is on a dramatic rise with 42% of Americans already using them on a daily basis. Most smart phones already have QR Code readers built in or an equivalent App for download, consumer awareness of QR Codes has also been increasing meaning QR Codes will become even more important in the marketing mix.

Responsive Solutions offers a free white paper on QR codes entitled “QR Codes Tying it All Together” which is available for download directly from their website [www.responsivesolutions.net/qrcodes](http://www.responsivesolutions.net/qrcodes) . In addition a demonstration video is available on the topic as well.

### **About Responsive Solutions**

Responsive Solutions, Inc. (St. Petersburg, FL) provides a complete suite of web-based tools for print, marketing, and advertising service providers. Their flagship offering, **CUSTOMER+** is a hosted SAS software suite powering the Marketing Resource Center (MRC). The product can also be licensed for large on-site installations. Responsive Solutions is an Adobe Partner, developing tools for marketing support that insure brand integrity.

For more information on the company, visit [www.responsivesolutions.com](http://www.responsivesolutions.com)

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