

How Linda Watson & LYNX Should Quickly and Cheaply Use Available Free Technology To Generate Revenue and Improve Customer Satisfaction

As conceived and presented by “those guys”™



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- First, let's recognize that the amazing pace of advancement in the world is providing much broader demographic access to sophisticated technologies.

Example: Smart phones - soon we're all going to have one.

"1 in 2 Americans will have a smart phone by Christmas of 2011, Nielsen forecasts, compared to just one in 10 in the summer of 2008." - Gigaom, 3/10/10



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- Next, let's understand something about QR codes.

QR codes look like this:



They come to us from Japan where they are very common. QR is short for 'Quick Response' - they can be read quickly by a smart phone.

- We will soon see QR Codes in magazine advertisements, on a billboard, a web page or even on someone's t-shirt or jewelry. Once scanned into a cell phone, a QR code may give you details about that business, or details about the person wearing the t-shirt or show you a URL (web site) which you can click to see a trailer for a movie or it may give you a coupon which you can use in a local outlet.
- The reason why QR codes are more useful than a standard barcode is that they can store (and digitally present) much more data like web sites, geographic coordinates and text messages.
- The other key feature of QR Codes is that instead of requiring a chunky hand-held scanner to scan them, many modern cell phones can scan them.



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So here's how it works:

You need a QR code reader application on your phone. So download one of many available free QR code reader applications to your smart phone. Try Kaywa.com or Beetagg.com. Now you're in business so when you see a QR code, boot the application you just downloaded and then



That's it. Simple huh?

- Simple yes, but let's think about this for a minute. There are lots and lots of uses for this and remember, soon most will have the phone and the applications are free to download and use right now!

So here's the idea: Let's put a QR code on a LYNX bus stop.

HUH ?

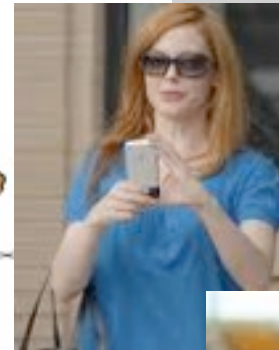
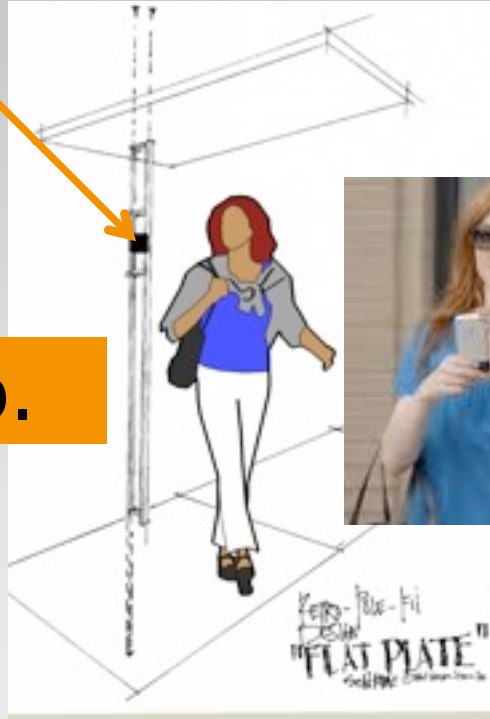
Yes, this is how it works:

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And here's the QR code we put on it that is specific to this stop.

Here's a bus stop.



This woman wants to know when the next bus will arrive. She sees the QR code and knows what to do. She boots the app on her phone and scans the QR code on the pole. Like this:



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Here is what she gets on her phone. We can make this happen today - I mean right now.



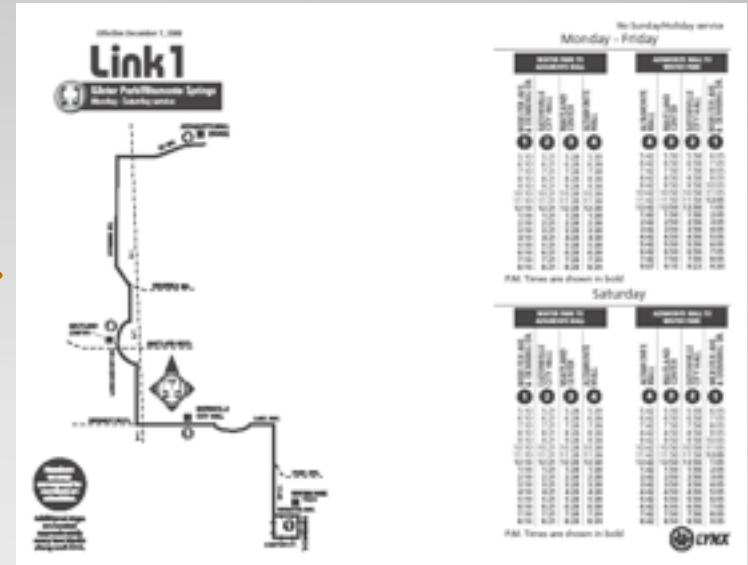
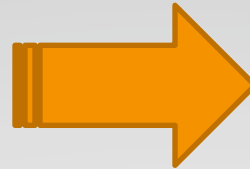
This is an existing LYNX web page illustrated here. It is: <http://www.golynx.com/assets/userfiles/routemaps/01.pdf>

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Go ahead, try it. Download the BeeTagg reader and scan the following QR code. This QR code is linked right now to:
<http://www.golynx.com/assets/userfiles/routemaps/01.pdf>



Scan this
and.....



....this is what your browser will
come back with.

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“Interesting” one might say but “so what?”

“Don’t we already have this posted on the pole?”

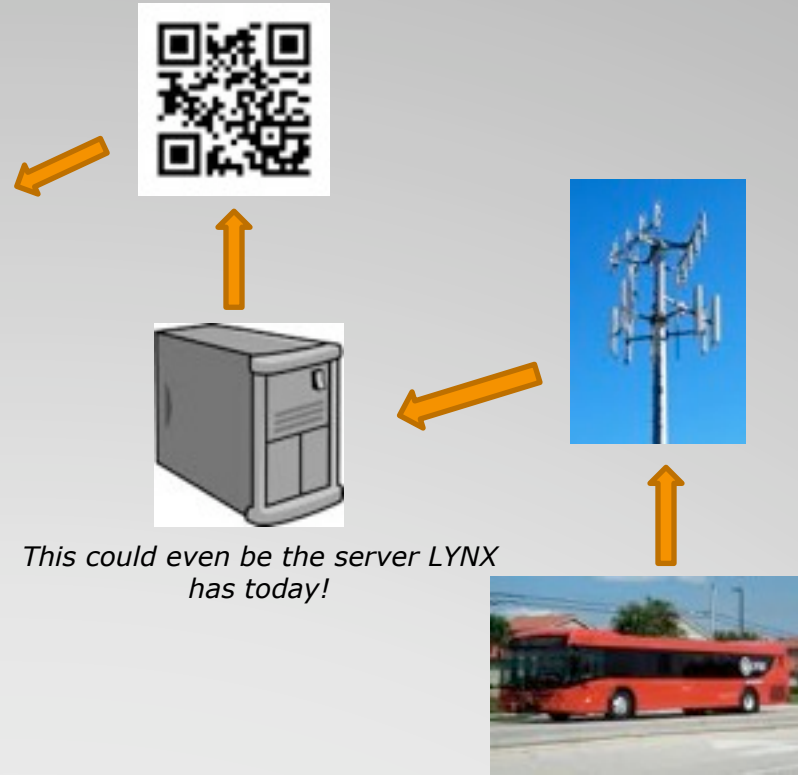
Yes that’s true, but here’s what we don’t have now that we do with QR codes:

The ability to provide LYNX customers real time relevant information which is easily and quickly changed.

Here’s an example of what this can mean.....

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.....with only a little bit of time and work we can do this!



This could even be the server LYNX has today!

Soon, LYNX will have real-time fleet position tracking.

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But look! We can do THIS today! Only slightly different.



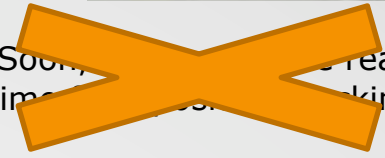
This **IS** the server LYNX has today!

Behold, one of the best parts!

We don't need this this stuff right now.



Soon, time... real-time...



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And many possibilities besides.

Imagine.....

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Interested? I have more.

Call me.

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