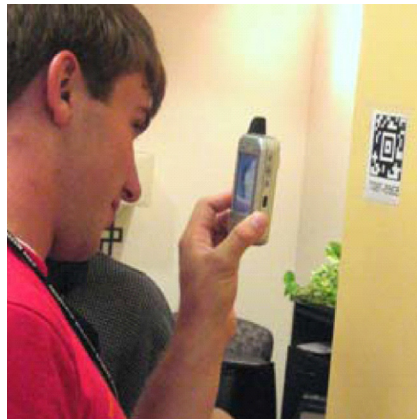


## Case Western Reserve University – Campus Scavenger Hunt



### Background information

- Customer: Case Western Reserve University
- Industry: School system
- Geography: USA
- NeoMedia product: qode

## Business challenge

Case Western Reserve University conducts annual student seminars and first year student orientations during summer sessions. Each year, student services and student leaders conduct campus tours during the orientation that are based on a cultural theme or idea. During the summer session of 2007, the student services' department decided to add an element that would encourage student involvement and add an edge to their first time campus experience. NeoMedia Technologies offered qode, a mobile 2D code recognition system, in alliance with Sprint mobile devices to offer an advanced interactive technology solution.

## Objectives

- Introduce an innovative communication way
- Conduct campus tours during the orientation based on mobile phones and 2D barcodes

## Approach

Case Western Reserve University orientation leadership was trained on their own link-manager account where they created 2D Aztec codes, linked mobile content to the codes, and printed the codes for each campus location in the annual scavenger hunt. Content in the code included information about the location the code was placed and a clue to their next code location. NeoMedia Technologies teamed up with Sprint who provided 48 Pocket PC mobile phone enabled with the qode program.

## Results

Groups of students in each orientation session used the qode technology to participate in the annual scavenger hunt. Prizes were awarded to the group that visited the most locations in 30 minutes. The winners were confirmed through the link-manager reporting feature that collects the phone model and the activated codes.

### NeoMedia Technologies Inc.

Two Concourse Parkway, Suite 500  
Atlanta, GA 30328  
T +1 678 638 0460  
F +1 678 638 0466

### NeoMedia Europe AG

Jens-Otto-Krag-Straße 11  
52146 Würselen  
Germany  
T +49 2405 49922-0  
F +49 2405 49922-99

[info@neom.com](mailto:info@neom.com)

[www.neom.com](http://www.neom.com)

