



Microsoft® Tag and Real Time Location

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Disclaimer

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Overview

Real Time Location (RTL) adds a major creative element to your marketing messaging by letting you customize the mobile experience based on the consumer's geographical location. By incorporating location awareness in your Tag barcodes – as well as QR Codes and NFC URLs – you can deliver messages targeted to the location where the consumer is at the time of the interaction. The Real Time Location feature returns updated results each time a Tag barcode, QR Code, or NFC touchpoint is scanned, so that consumers receive a current, relevant mobile experience as they move from place to place.

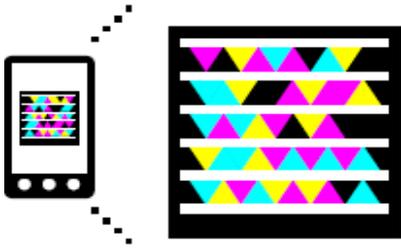
In addition to making your message more relevant, you can also make it part of a conversation. Think of it as being able to use one Tag barcode or other recognition technology like a series of breadcrumbs, each leading closer to your goal, whether it's attracting visitors to an event, selling shoes, or promoting your restaurant.

For example, if you're targeting customers for your restaurant, you could put an RTL-enabled Tag barcode on your newspaper ads, pass-along menus, promotional coupons, and so on. When someone scans your Tag on any of these materials, it could provide a special offer and a map to your closest location. Once in your restaurant, you could have the same Tag printed on your menu, coasters, or table tents. Scanning those Tags could offer daily specials or enter customers in online promotions.

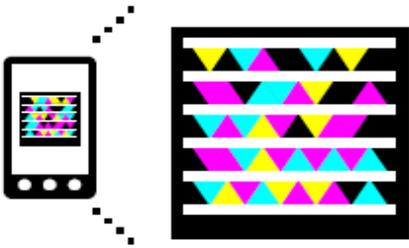
Note: The Real Time Location functionality described in this document applies to QR Codes and NFC URLs only if they were created with Microsoft Tag Manager and scanned (or tapped) with the Tag app.

RTL IN ACTION

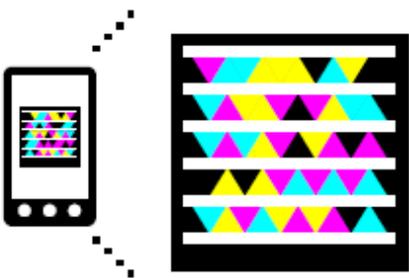
Shows the nearest movie show times using Google Movies:



Shows the nearest Chinese restaurant using Yelp:



Shows the nearest Chrysler dealership:



Using Real-Time Location

Being able to get closer to your customers dramatically changes the type of interaction you can have. Think about the kinds of things you can do:

Localized product promotions: You sell shoes through retailers. Make your advertising more actionable: Run a coupon in a local paper for 15% off your shoes and include a Tag barcode or QR Code that directs people to the nearest retailer with your shoes in stock, regardless of where the Tag is scanned.

Local public-service information: You handle route schedules for a transit company. Make your information easier to find by adding a Tag barcode or QR Code on your user's annual bus pass that displays the schedule for the closest bus or train stop, wherever they go.

Promoting events: You run a traveling show – a circus, carnival, or art fair. Get the word out that you're coming by working with a sponsor. Put a Tag barcode on specially marked product packages; say for peanuts, cookies, or mints. Scanning the Tag tells the customer when your show will be in their area and links to a ticket seller.

Fundraising: Your charity is sponsoring a walkathon. Have your volunteers scan Tag barcodes or QR Codes or tap NFC touchpoints at waypoints on the course to rack up points. Or, sponsor a scavenger hunt where people scan their entry tickets to follow clues to a prize.

Branded games: You sell an outdoor recreation product, say, a canoe. Print a Tag barcode on the hull of your canoes and let your customers track each other's progress through a summer's fun as they check in from around the country. Award special prizes to the people who went the farthest up selected rivers.

Loyalty programs: Your restaurant chain has a loyalty program that encourages repeat visits by offering special discounts after five meals. Your customers track the meals they've enjoyed on your loyalty card, which also includes a Tag barcode or other recognition technology guiding them to your closest location.

Optimizing scarce resources: You run a series of popular resorts that are often full on holidays. Put a Tag barcode or QR Code on your brochure and make it easy for a customer to check vacancies at your closest locations.

Localizing general information: Your organization offers members general publications, say, travel guides for an automobile club. Help provide current, local information by using Tag barcodes to provide the latest traffic info and travel advisories.

Real-Time Location Details

SUPPORTED PLATFORMS

Real-Time Location is currently supported on the following platforms:

Platform	Microsoft Tag	QR Codes	NFC URLs
Android (where GPS stack is available)	X	X	X
Blackberry 6.0	X		
iPhone (all models)	X	X	
J2ME	X		
Symbian (depending on GPS stack availability)	X		
Windows Phone 7 (all models)	X		

Note: For all devices and recognition technologies, the user must opt in to share location information. In addition, QR Codes and NFC URLs must be created with Microsoft Tag Manager and scanned (or tapped) with the Tag app in order to utilize Real Time Location.

TAG PARAMETERS

When creating a URL in Tag Manager, you can include location awareness by adding parameters for longitude, latitude, postal code (including international codes), or a combination of the three.

The recognition technology solicits location information from Tag app scans or taps by using text strings in the URL. When the Tag is scanned, the text strings are replaced with actual location information. In most cases, this allows existing location-specific mobile pages to be displayed, and supports the creation of new location-based dedicated mobile Tag experiences.

The following table describes the keywords to use in a URL, with sample scan outputs:

URL PARAMETER	DESCRIPTION	EXAMPLE
{!PostalCode}	Returns a postal code.	URL Registered in the Campaign Manager www.foo.com/?zipcode={!PostCode} Sample URL returned to the mobile client: www.foo.com/?zipcode=55126
{!Lat}	Returns the latitude.	URL Registered in the Campaign Manager www.foo.com/?lat={!Lat} www.foo.com/?lat=47.18
{!Long}	Returns the longitude.	URL Registered in the Campaign Manager www.foo.com/?long={!Long} Output on a sample scan: www.foo.com/?long=100.18
{!Lat};{!Long}	Returns the latitude and longitude.	URL Registered in the Campaign Manager www.foo.com/?lat={!Lat};?long={!Long} Output on a sample scan: www.foo.com/?lat=47.18;?long=100.18

If the user's mobile platform does not support location awareness, if the user has not opted into sharing location information, or if there is an issue with the location framework, empty strings will be returned in the URL instead of the actual location information.

PRIVACY AND LOCATION ACCURACY

Location information will only be provided if users opt in. Users are given the choice to share location information the first time they use their device (and can change the setting at any time through their device's Settings options). There is no additional prompt when users actually scan a Tag or QR Code or tap an NFC tag.

To protect user privacy, only approximate location information is reported. Postal code information in itself is not sufficient to pinpoint an exact location. Lat/long coordinates are rounded to the nearest 0.5 mile.