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PRESS RELEASE

City Launches Innovative “Digital Stop” Program Using QR Codes

PAPILLION, Neb., April 6, 2011 – Quick response (QR) codes are popping up everywhere you look. The square-shaped black and white symbols are hard to miss. They can be found in shopping catalogs, on store shelves and on real estate signs. The City of Papillion is using QR codes to help deliver information to residents and customers. Papillion’s “Digital Stop” program is one of the first examples of government embracing this emerging technology.

A QR code is a unique digital bar code. A smart phone user can download an application to scan the code, which drives specific content to that user’s phone. It could be a website, text message, email, v-card or nearly any other kind of content supported by the web.

Papillion’s “Digital Stop” sign program involves printing QR codes on white octagon signs and placing them at key locations around town. Those who scan the codes with an application on their smart phones will be directed to web sites with information that answers frequently asked questions, such as hours of operation, policies, upcoming events or contact information.

A total of 20 signs will be placed at 13 City-operated facilities, including City Hall, Papio Bay Aquatic Park, both City-operated golf courses, Sump Memorial Library, the Recreation office, City Park, Halleck Park, Schwer Park (and its “splash pad” feature), Walnut Creek Recreation Area and Sumtur Amphitheater. The codes are free to create and the signs cost \$75 each to produce.

“The primary goal is to provide as much information as quickly and conveniently as we can,” said Mayor David Black. “This technology provides a very cost effective way to deliver information, especially among our many younger residents who are more likely to use smart phones. We want to reach people directly.”

The “Digital Stop” signs are the first phase of the City’s plans to use QR codes. Subsequent phases could include using them for residents to reserve park shelters or ball fields, take virtual walking tours of various attractions or update the progress of specific construction projects.

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