VISTASCAN: FREQUENTLY ASKED QUESTIONS

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VistaScan, Digital Barcodes and the Digimarc® Discover App

What is VistaScan?

BAG MAKERS' VistaScan service offers customers the ability to embed imperceptible, scannable digital barcodes into artwork using our ColorVista, Sublimation or Digital Full-Color imprint processes.

What is a digital barcode?

A digital barcode is an imperceptible pattern that can be embedded into an imprint. While your eye can't see a digital barcode, smartphones and tablets can. Scanning the imprint with a mobile device provides an enriched user experience and enhanced marketing opportunities. The digital barcode can direct users to special online content, like videos, tutorials, calendars, social media and more.

What is Digimarc?

Digimarc is a corporation that provides digital technology and service activation for digital barcodes.

Can I use a different technology service provider for my digital barcodes?

BAG MAKERS partners with Digimarc for our VistaScan service. If requested, we may be able to print using other service providers' technology. Additional time and testing would be needed to ensure unfamiliar providers' products are compatible with our ColorVista, Sublimation or Digital Full-Color processes.

What is the Digimarc Discover app?

The Digimarc Discover app lets you use an Apple iOS or Android mobile device to detect digital barcodes in printed media that link you to online content.

How do I use the Digimarc Discover app to detect digital barcodes?

1) Download and install the free Digimarc Discover mobile app on your Apple or Android device.
2) Launch the app and activate the camera by pressing the circle "d" Digimarc Discover icon on the bottom navigation bar (iOS devices) or top left navigation tab (Android devices).
3) In a well-lit area, hold your device steady and parallel to the printed page. Starting about six inches away from the print piece, point the crosshairs at the center of the digital barcode area and let the camera focus. If the app doesn't detect the barcode right away, slowly move the camera closer to the printed piece until you notice a sound or vibration indicating it was read.
4) Tap the banner that appears at the bottom of the screen to connect to the associated digital content.

Helpful tips: Many devices allow use of the flash LED to improve lighting, if necessary. When scanning glossy stock, position the print away from the direct light source to reduce glare.

Do I need to be connected to the internet to use the Digimarc Discover app?
Yes. You can either use your carrier's wireless network or a WiFi connection.

What mobile devices are supported by the Digimarc Discover app?
The Digimarc Discover app works on all iPhone devices 5 and above, iPod Touch (4th generation+), and iPad 2, 3, Air, Mini and Pro. Digimarc tests many Android devices, focusing on popular models such as Google Pixel, LG Nexus 5X, Galaxy S6, Nexus 6P, Samsung S8, LG G5, and others running the later Android OS releases. The app requires iOS 10 or higher and Android OS 4.2 or newer.

Activating Digital Barcodes through the Digimarc® Barcode Manager

What is the Digimarc Barcode Manager?
The Digimarc Barcode Manager is a cloud-based service that enables fast and easy embedding of digital barcodes and specification of the URL or digital experience that the image will link to when scanned. The ID Manager is where you will set up an account to manage your barcoded projects.

How much do digital barcodes cost?
A Digimarc® ID (barcode) costs $50 (Z) and remains active for one year from the date of purchase. IDs can be extended annually for an additional $50 (Z) maintenance fee.

When does my barcode become active, and how long does it stay active? Can I extend this?
Your barcode goes "live" immediately upon purchase. All barcodes remain active for one year from the date of purchase. If you choose, you can set an activation date for later in the year. However, the barcode expires one year after the original purchase (or renewal) date—not one year after the activation date.

Can my barcode be active for less than a year?
Yes, if desired, you can deactivate any barcode prior to the end date. Use the Digimarc Barcode Manager to change the desired end date of service.

What happens when my digital barcode expires?
A barcode expires one year after it was purchased. When an expired barcode is scanned, it will connect to a Digimarc-branded landing page which tells the user that the barcode is no longer active.

Can I change or update a digital barcode's post-scan destination?
Yes. You can update a destination URL for an active barcode as often as you'd like.

Does Digimarc host my content?
No, the Digimarc Barcode Manager does not host the content to which your service links.

What browsers does the Digimarc Barcode Manager support?
The Digimarc Barcode Manager supports Internet Explorer 10 and 11, Firefox (latest version), Google Chrome (latest version) and Safari 7.