



VISTASCAN: *Take Your Promotional Bags to the Next Level*

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

VistaScan and Digital Barcodes: The Basics

- **What:** A digital barcode is an imperceptible pattern that can be embedded in a ColorVista, Sublimation or Digital Full-Color imprint.
- **How:** When scanned by a mobile device's camera using the Digimarc® Discover app, the digital barcode connects users to online content, like videos, tutorials, calendars, social media and more.
- **Why:** Printing artwork or logos on a promotional bag is an effective way to share your brand. Adding VistaScan opens up a digital door to share even more information about your organization, upcoming events or marketing campaigns.
- **Who:** BAG MAKERS offers VistaScan as an added-value print enhancement for ColorVista, Sublimation or Digital Full-Color orders. Our partner, Digimarc Corporation, provides the digital technology and service activation.

VistaScan Orders: The Process

- 1) **Select a bag** that suits your marketing objectives and is eligible for ColorVista, Sublimation or Digital Full-Color imprinting.
- 2) **Provide a photo or multi-colored artwork** for the imprint. (See our VistaScan technical guidelines document for more details.)
- 3) **Choose the online destination or digital resource** you want to share with your audience. The digital barcode's destination URL can be changed at any time and as often as desired.
- 4) **Establish a Digimarc account.** Either the distributor or end user can host the account; the account host is responsible for paying Digimarc fees and updating the destination URL, if needed. (See our VistaScan Technical Guidelines document for more details.)
- 5) **Submit your purchase order and artwork to BAG MAKERS, noting that VistaScan is to be used.** We will embed the digital barcode into your artwork using your Digimarc account and will test it. Once you approve the proof, we will print your VistaScan promotional bags.

For more information, visit BagMakersInc.com/imprint/vistascan or email vistascan@bagmakersinc.com.