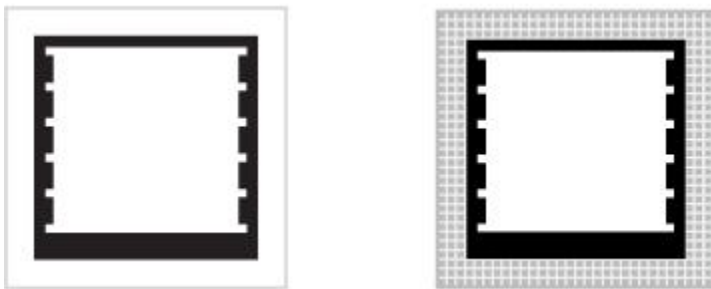
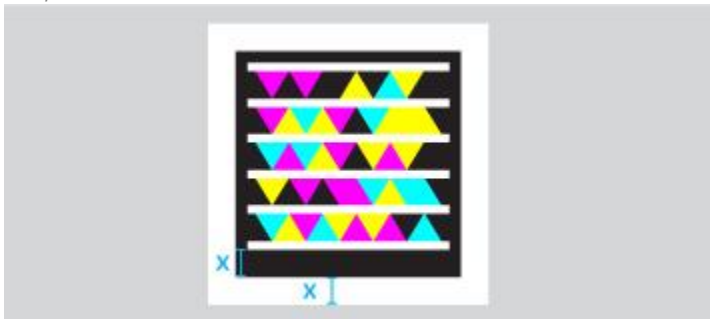


DIRECTIONS FOR MICROSOFT TAG FILES

The Tag border is an integral part of the Tag that must not be customized, obscured, or changed in any way. The Tag border includes the white area around the Tag (shown at left below; note that the white border is the same width as the height of the bottom black bar) as well as the black border and the timing markers – including the white bars at the top and bottom and the small white squares on each side of the Tag frame. The second image (at right below) shows the specific areas (in gray) of the Tag that cannot be changed or removed. Any design changes in these areas may make the Tag unscannable by the Tag app.



Remember: The width of the white space around any Tag is equal to the height of the bottom black bar, as shown:



The following example shows Tags with the black horizontal bar or white border improperly modified with text or an arrow.

✘ INCORRECT



Minimum Size for Custom Tags

The minimum size for customized Tags, whether rendered in color or black and white, is 1.25 inch x 1.25 inch. This minimum size has proven to work well with the entire current range of camera phones.

Verifying the Scannability of Customized Tags

You can verify the functionality of a customized Tag before final printing or production by first testing it with a mobile device in Verification Mode. Verification Mode identifies specific areas of a custom Tag that are difficult to scan. Currently, Verification Mode is available only on devices running Windows Mobile and Symbian OS.

To use Verification Mode:

1. Open the Tag app on your mobile device.
2. Enter: 001122.
3. A "V" icon displays on the mobile device screen to indicate that Verification Mode is active.
4. Scan a customized Tag, printed or displayed in the medium that matches the ultimate intended use of the Tag; e.g., on glossy paper, on T-shirt material, on an LCD monitor, etc.
5. The mobile device screen will display:
 - An array of green circles hovering over the Tag image, and the Tag image framed by a green square. These indicate reliable scannability under similar conditions.

Or

 - One or more red circles hovering over the Tag image, and the Tag image framed by a yellow square. These indicate problems with scannability under similar conditions. Each red circle indicates a specific color dot that is not scanning correctly.
6. If your customized Tag passes the verification test successfully, it's ready for final printing or other output. If not, you will need to review the customized Tag in Microsoft PowerPoint or Adobe Illustrator to ensure that the nonscannable color dots meet the design requirements detailed above, making adjustments as necessary.
7. Run the verification test again to ensure that the customized Tag is ready for production.