# DIRECT MAIL

**Challenge:** Tracking response of direct mail piece
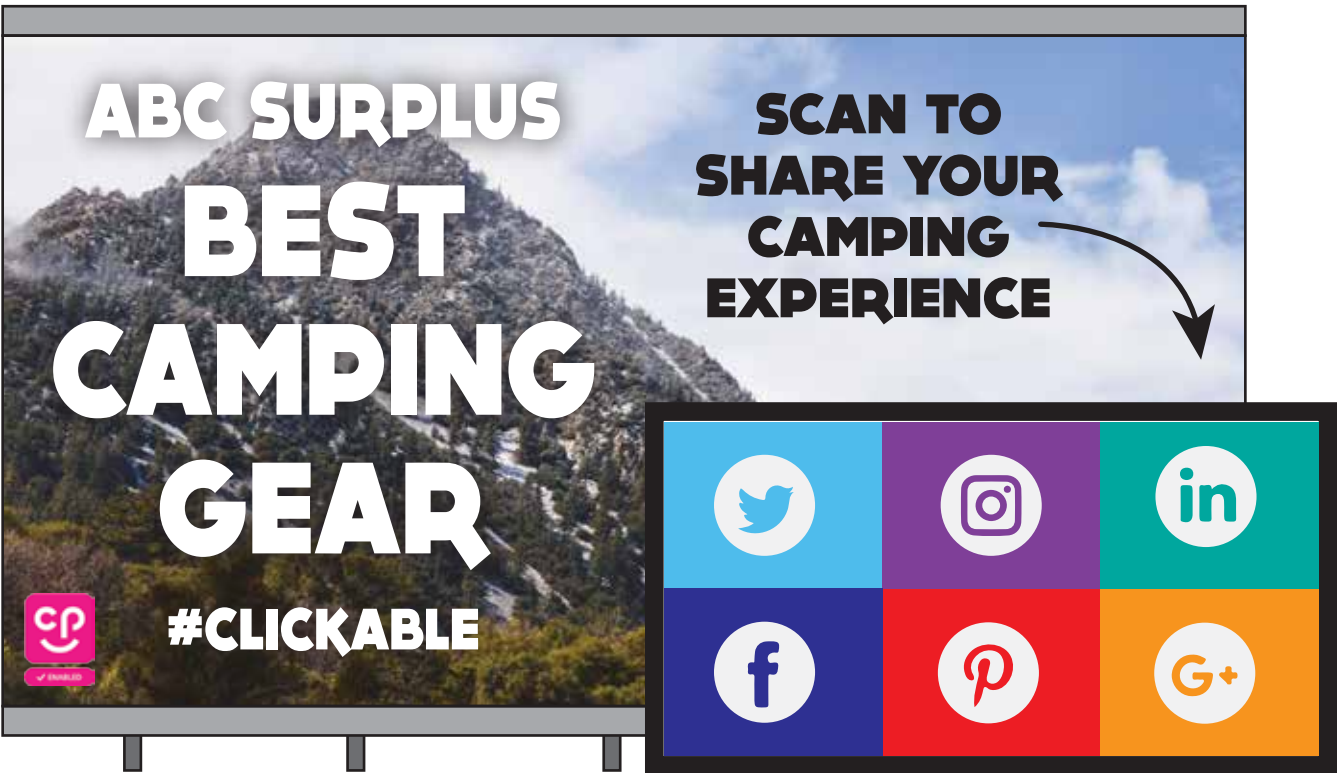
**Solution:** Make direct mail clickable to capture responses and additional customer information

**Andre's Pizzeria**

Sign up for our Mailing List to

Scan to Learn More

ABC SURPLUS
**BEST CAMPING GEAR**
#CLICKABLE

SCAN TO SHARE YOUR CAMPING EXPERIENCE

# TRADE SHOW

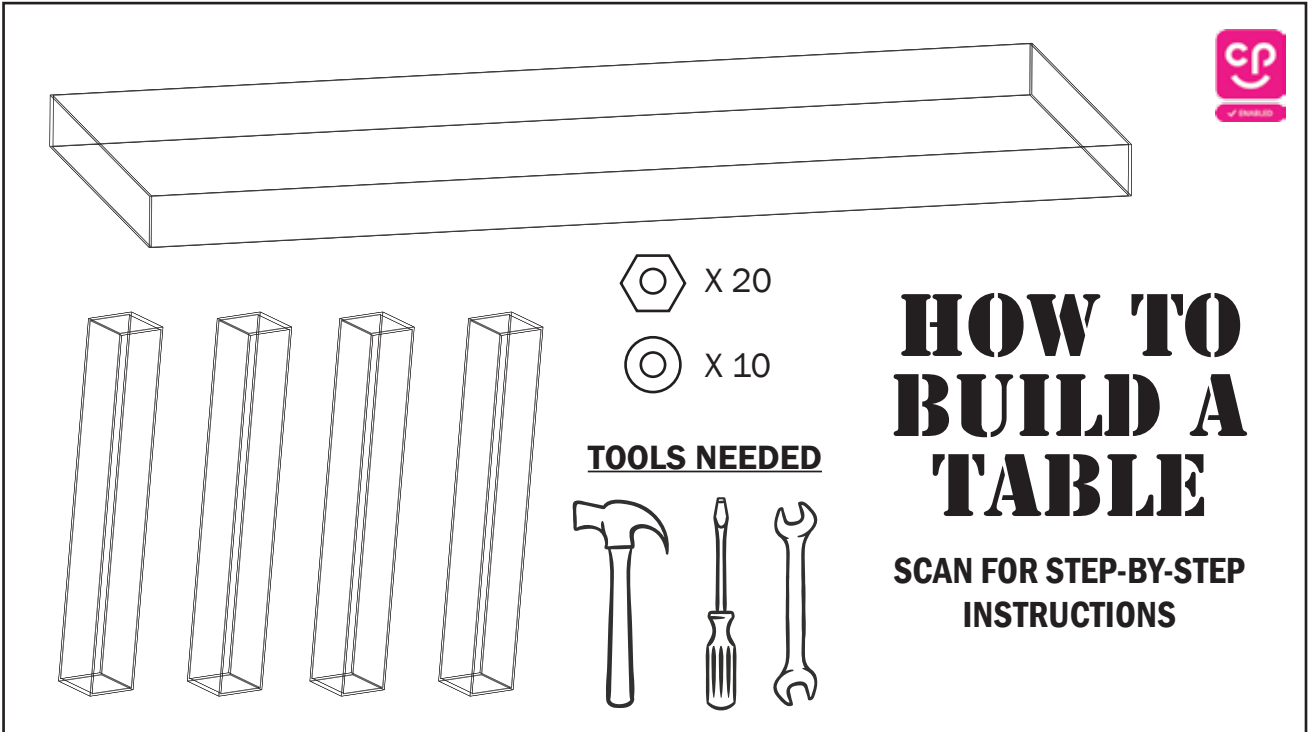**Challenge:** Increase social media engagement and promote attendance at tradeshow booth

**Solution:** Make booth clickable with social media links and supplemental information

# INSTRUCTIONS

**Challenge:** Provide additional training content with limited print space

**Solution:** Make instructions clickable to allow additional content such as PDFs, videos, and website links

X 20
X 10

TOOLS NEEDED

## HOW TO BUILD A TABLE

SCAN FOR STEP-BY-STEP INSTRUCTIONS

## APPETIZERS

**FRESH GUACAMOLE**
Avocados, diced jalapeños, pico de gallo, topped with fresh lime juice and cojita cheese

**CHILE CON QUESO**
Warm, creamy cheese dip with poblano peppers, onions, garlic, jalapeños and pico de gallo

**FAJITA NACHOS**
Individual tortilla chips topped with refried beans, grilled chicken and jack cheese

# MENUS

**Challenge:** Provide additional content to menus without adding pages

**Solution:** Make menu clickable to include information on menu items, links to games, and more

# INVITATIONS

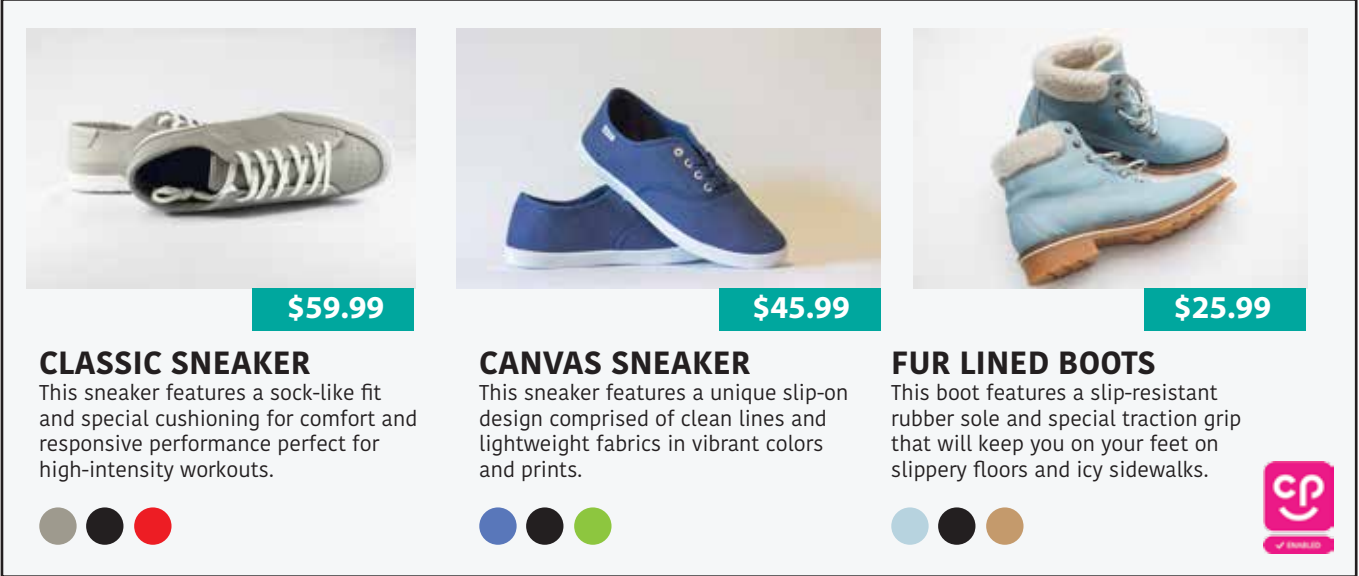**Challenge:** Providing digital content for a printed event invitation

**Solution:** Make invitation clickable to include directions and RVSP instructions

## YOU'RE INVITED

The Wedding of Ashley & Ryan

11.5.2017

# CATALOG

**Challenge:** Making the print catalog user experience easy for customers match purchases

**Solution:** Make Catalog clickable to link to additional views/colors of product and access to purchase item

$59.99

$45.99

$25.99

**CLASSIC SNEAKER**
This sneaker features a sock-like fit and special cushioning for comfort and responsive performance perfect for high-intensity workouts.

**CANVAS SNEAKER**
This sneaker features a unique slip-on design comprised of clean lines and lightweight fabrics in vibrant colors and prints.

**FUR LINED BOOTS**
This boot features a slip-resistant rubber sole and special traction grip that will keep you on your feet on slippery floors and icy sidewalks.

# EDUCATION

**Challenge:** Making the learning experience more interactive and engaging

**Solution:** Make Textbooks and learning materials clickable to provide accecss to more content and videos



SPACE
THE INTERNATIONAL SPACE STATION IS ABOUT THE SIZE OF A FOOTBALL FIELD.
SCAN TO LEARN MORE



JAWS
MOVIE NIGHT

# POSTERS

**Challenge:** Provide effective CTA or multimedia content to a static poster.

**Solution:** Make poster clickable to allow additional content to easily available

# BUSINESS CARDS

**Challenge:** Create a memorable business card with accessible contact information

**Solution:** Make business card Clickable to link to



ABC Corp
SOFTWARE

**Jane Smith**
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www.abccorp.com



SHOP THE LOOK
SCAN TO SHOP THIS OUTFIT

PURSE · FASHION OUT
BELT · INSTYLE
SHIRT · ABC APPAREL
SCARF · ABC APPAREL
BAG · FFF BAGS
CAMERA · VINTAGE FILM
WATCH · WATCHMAKERS
GLAASES · SUNGLASS MAKERS

# MAGAZINE

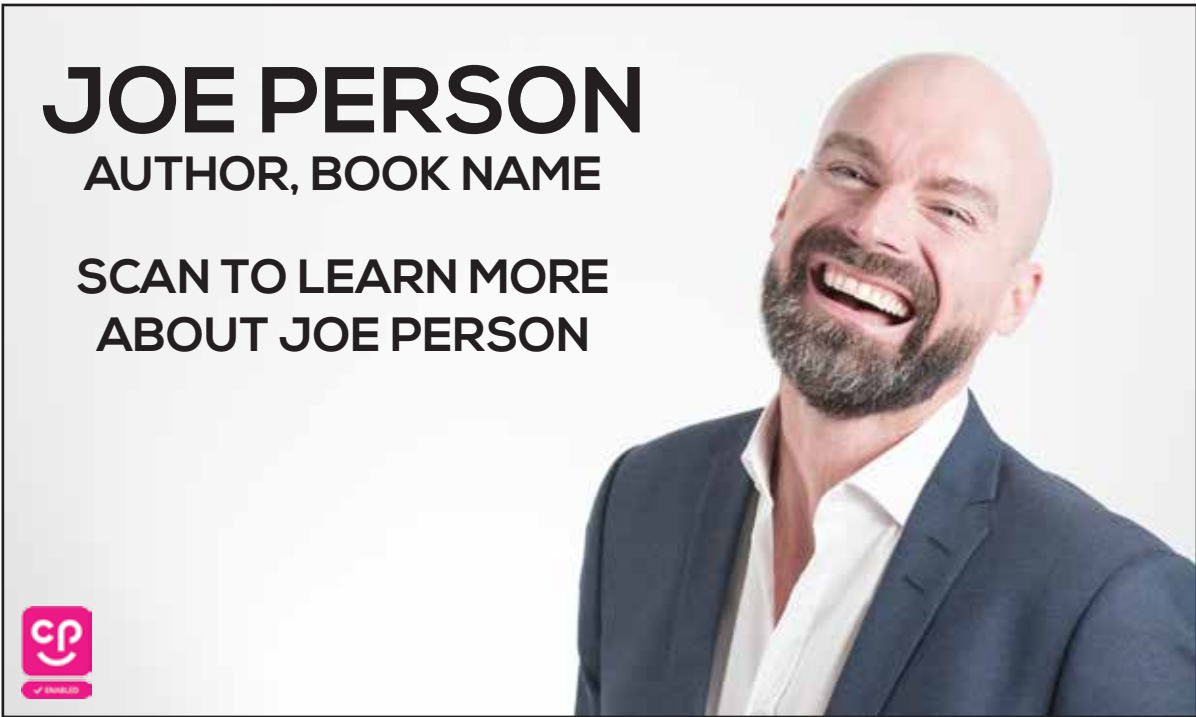**Challenge:** Provide effective CTA for fashion or other product in a magazine

**Solution:** Make magazine Clickable to allow users to shop the magazine

# BIOGRAPHY

**Challenge:** Providing sufficent biographic information with limited visual real estate

**Solution:** Make biography clickable to link to additional information.



JOE PERSON
AUTHOR, BOOK NAME

SCAN TO LEARN MORE ABOUT JOE PERSON

# Ricoh Clickable Paper

www.RicohClickablePaper.com
clickablepaper@ricoh-usa.com

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✓ ENABLED

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Snap the image using the CP Clicker app

Enjoy your Rich Media Content