

MEDIA ADVISORY

Contact: Liz McNeill

Phone: 405-521-6102

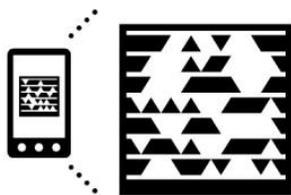
Date: January 31, 2011

DEPARTMENT OF LABOR ANNOUNCES THE USE OF TAGS ON AGENCY BUSINESS CARDS

OKLAHOMA CITY – Department of Labor becomes the first agency in Oklahoma to use new technology in accessing agency website. Tags or mobile barcodes have been designed to take the user directly to the DOL website.

TAGS or mobile barcodes are encoded physical images when decoded by a barcode reader, can display digital information such as contact information, calendar events, or a website URL. The way it works is by encoding an image (that sort of looks like a small jigsaw puzzle) with the information you want to be displayed (website). A person can then use their Smartphone's camera as a scanner to decode the image to show the information. In short, mobile barcodes allow you to encode all kinds of information that is easily accessible on your Smartphone.

"We have created a barcode, when scanned, will take the user directly to the Department of Labor website" stated Commissioner Mark Costello. "We are excited about this technology because it is free to the user. All that is needed is a Smartphone, download the free application and open that application when scanning the barcode. Your phone will go directly to our website. "



Get the free mobile app at
<http://gettag.mobi>