



**THE TRAVEL GUIDE**   
**FOR YOUR POCKET**  
 [www.world-qr.com](http://www.world-qr.com)

**SMARTPHONE-VIEW**  
 THE TRAVEL GUIDE FOR YOUR POCKET

**GET MORE INFORMATION**  
 THE TRAVEL GUIDE FOR YOUR POCKET



**HEADER IMAGE**

Individual creation according to customer requirement


**CONTENT**

The content is easily and individually created by the client by means of texts and pictures. Modifications can be made by the client at any time.

**LINKS BETWEEN QR GUIDES**

This sight is also part of other QR guides.

**DYNAMIC MAP VIEWS**

Where are you?   
 What sights are around?

**FURTHER SIGHTS OF THE QR GUIDE**

All sights of a QR guide that can be explored are listed here.

**QR GUIDES AROUND**

Here you see what other mobile guided tours are around.

**ARE YOU INTERESTED IN THE LINKED QR TOURISM?**

We would be happy to advise you. In the coming weeks further 150 projects will start throughout Germany. More than 3000 signs have already been delivered. Our future oriented technology helps you automatically with the touristic marketing.

Integrate your region and benefit from the service and the additional marketing of your touristic destinations.

The travel guide for your pocket works anywhere in the world – and all for 60 EUR per sight.

Soon your touristic service providers such as hotels, restaurants, banks etc will be able to join this service.

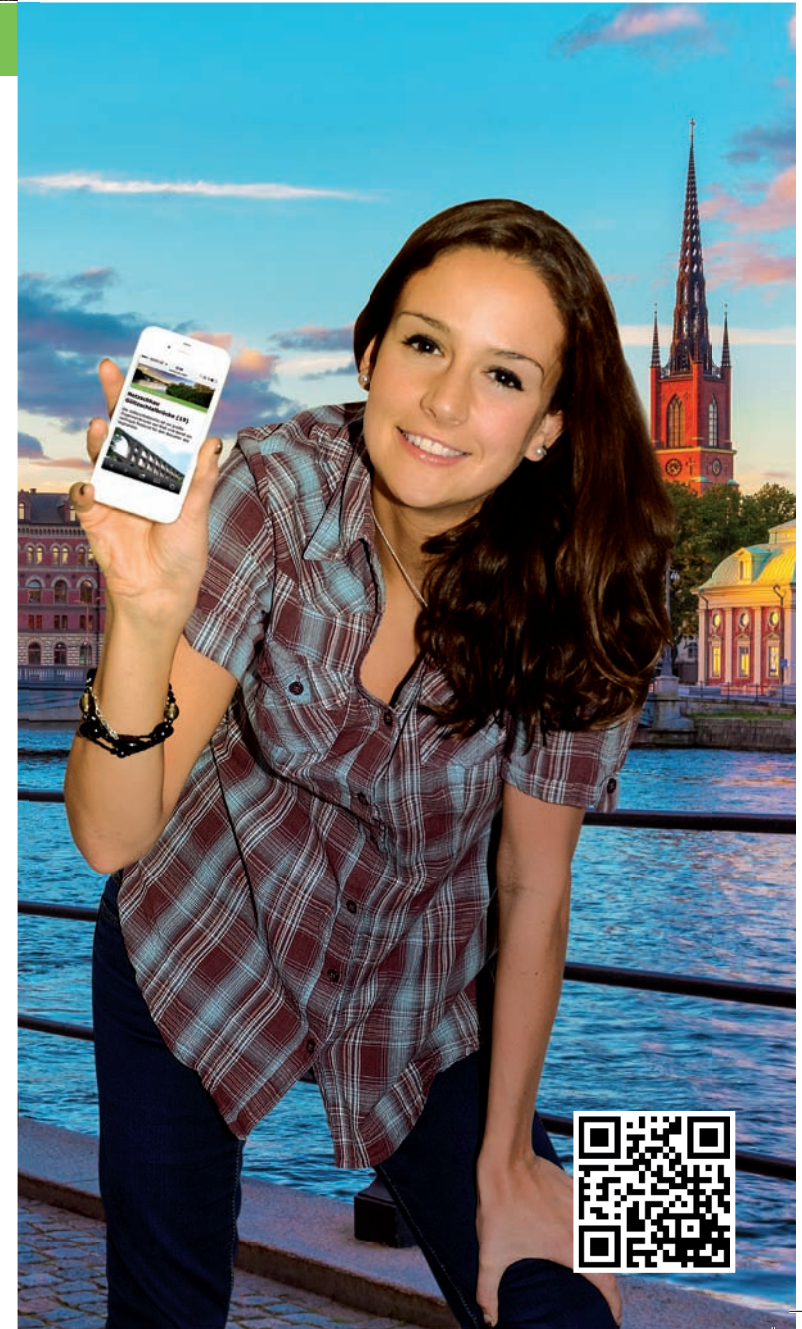
**CONTACT US UNDER:**

[www.world-qr.com](http://www.world-qr.com) - The travel guide for your pocket a project of **denkende portale gmbh**

Bahnhofstraße 49, 08523 Plauen, Germany  
 phone: + 49 (0) 3741 / 383913  
 E-mail: [info@world-qr.com](mailto:info@world-qr.com)  
 Internet: [www.world-qr.com](http://www.world-qr.com)

**GET INFORMATION VIA FACEBOOK**  
[www.facebook.com/worldqrcom](http://www.facebook.com/worldqrcom)

Via facebook we inform everyone who is interested in our latest projects and innovations on [www.world-qr.com](http://www.world-qr.com)





**WWW.WORLD-QR.COM**  
THE TRAVEL GUIDE FOR YOUR POCKET

Over the past years cities, communities, tourism organizations have detected the benefit of social networking. In many institutions Facebook, Twitter and Co. have become an inherent part of the modern communication.

In practice regional places of interest are often linked with info boards, signs or leaflets in order to inspire the tourists to stay longer and more intensively in the region or to visit the region again.

Now this interconnection is finding its way into the virtual world using [www.world-qr.com](http://www.world-qr.com).

All sights or mobile city, hiking or other QR guides are consistently linked with each other on [www.world-qr.com](http://www.world-qr.com).

Soon also the touristic service providers will be included. If for example a tourist is at the Starnberger See so he sees at a glance that the places Benediktbeuern and Geretsried already offer this service, too.

**View**  
optimized for tablets



**THIS IS HOW**  
THE TRAVEL GUIDE FOR YOUR POCKET

**QR-Codes are put on sheet metal signs or labels in the immediate environment of the sight.**

Tourists scan the QR code and are given detailed information on this sight and at the same time the complete QR city guide will be displayed.



On an integrated dynamic map the tourist sees his current location and also all further sights worth visiting in the immediate environment of this place. Only equipped with their mobile phone and without additional informative material the tourists can choose exciting and remarkable destinations of the region – even when the tourist information is closed.

At the same time all QR projects are connected and promoted mutually and with one click on the map you will see which QR guides are already available in the relevant regions.

You only need a smartphone, a QR scanner (a popular free app) and an internet connection. Nearly all smartphone user have this at their disposal.



**TYPES OF QR-GUIDES**  
THE TRAVEL GUIDE FOR YOUR POCKET

- + CITY GUIDES
- + REGIONAL GUIDES
- + HIKING GUIDES
- + BIKING GUIDE
- + ZOO GUIDES, PARK GUIDES
- + CASTLE GUIDES
- + MUSEUM GUIDES etc.

everything is possible

## BENEFITS

- + every smartphone virtually becomes a travel guide
- + ideal also for tablets and PCs
- + marketing included via interconnection
- + virtually guided sightseeing on every day of the week
- + tourists stay longer and
- + visit the region more frequently
- + the cities and institutions can easily create the QR guide
- + multilingual user surface and maps included
- + modifications to the content can be made by the client at any time (e.g. pictures, texts, routes)
- + only 60 EUR net per sight no monthly fees
- + free signs and information systems available on [www.world-qr.com](http://www.world-qr.com)