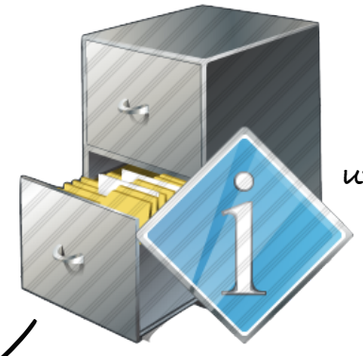
Virtual DNA

- Total traceability
- Ad hoc information
- Quick & Mobile Response
- Label elimination

The customer places an order

Automatically a public page with the item specifications is generated on the website



The staff has to keep updated the collection of records

The needed infos are picked up from pre-uploaded records

Automatically a Quick Response code (QR) with the link to the page is generated by the system

Somehow the QR is "printed" on the product

Eventually it could be "pimped" with the company logo

Smartphone with a QR reader

Internet connection

Direct link to the specific webpage of the item

The page must be optimized for mobile with low connection (GPRS)

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