



Calvert County NEWS

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Calvert County Tech Company Takes Mobile Marketing to the Masses *Envidient, Inc. Technology Engages Local Sports Fans*

PRINCE FREDERICK, Md. – Nov. 15, 2011 – Monumental Sports & Entertainment, owner of three professional sports franchises in Washington, D.C., and the Verizon Center, the premier sports and entertainment venue in Washington, D.C., began engaging professional hockey fans using QR codes and smartphones during the 2011-12 season.

When asked what led to the decision to add QR codes to their series of marketing tools, Mike Chan, Director of Strategic Marketing for the Washington Capitals, said, “We decided some time ago that QR codes had a place in our overall marketing strategy. Conceptually, the ability to link print to digital is very appealing. The turning point for us came after a compelling demonstration of the unique toolset offered by linkblots™. The ability to easily manage a QR code campaign with minimal additional work got our attention. What convinced us that the codes can be an integral part of our marketing campaigns, however, was our very first direct mail campaign incorporating linkblots™ QR codes, in which the QR codes far exceeded our expectations when compared to traditional methods of collecting user response metrics.”

The direct mail campaign was sent to a large number of households and contained a linkblots™ QR code, a call-in number and a web URL. The QR code alone generated a response rate close to a typical house list direct mail campaign when taking smartphone penetration numbers into account.

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Brian Raines, cofounder of Envidient, Inc., said, “We were convinced our linkblots™ system was a good match for the Caps and also felt it could meet their expectations for ease of use, seamless integration into existing marketing platforms, data capture and flexibility. We welcomed the opportunity to validate our experience with another live campaign joining linkblots™ QR codes with more traditional marketing methods.”

linkblots™ provides a total mobile marketing platform that incorporates point-and-click mobile web pages with QR code campaign management. Features include mobile video and photo slide shows with mobile video transcoding, YouTube integration, dynamic ad insertion, mobile coupons, built-in form generators, click-to-call and click-to-map buttons and social integration. The technology doesn’t require a proprietary app and works with Android, iPhone, iPad, iPod and Blackberry platforms.

To learn more about Envidient and the linkblots™ technology, visit www.envidient.com or www.linkblots.com. For more information on the Calvert County, Md., Department of Economic Development and the many services the county offers the business community, call 410.535.4583, 800.331.9771 or 301.855.1880; e-mail info@ecalvert.com, or visit online at www.ecalvert.com.

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Calvert County is Maryland’s smallest county in land area with 213 square miles. It is home to over 92,000 people and has one of the highest standards of living in Maryland. There are more than 5,000 businesses in the County and a labor force of at least 1.8 million resides within a one-hour drive. Major industries include defense contracting, information technology, tourism, utilities, light manufacturing and administrative services.