



Digital Business Card

Share your business contact information digitally

The Rutgers Digital Business Card helps you quickly provide your contact details by sharing a contact QR code with someone using a smartphone. The technology enables the download of your contact information onto their mobile device.

There are four options for digital business cards.

1. Contact QR code on the front of a paper business card
2. Contact QR code on the back of a paper business card
3. Plastic business cards (minimum quantity 25) with contact QR code on front
4. Contact QR code only, usable on email signatures and elsewhere (no business cards provided with this option)

Is there a cost consideration?

All digital options require an **ANNUAL \$60 subscription** in addition to the cost of the business cards. That cost is included with your initial order. Thereafter, you will receive an email from Dupli notifying you to renew your QR subscription code each year. If you do not renew, the QR code linked contact page will no longer function.

How do I order Digital Business Cards?

On Dupli's web page, select Business Cards > Digital for the Digital Business Cards. Choose between the four options listed above. Then complete the contact information fields.

Your QR code linked contact page may include your photograph. Select an image with a neutral background and a portrait size (ratio of 2:3) with high resolution (300 dpi) when uploading. Select a portrait of you, not an object or group shot. Photos are optional.

How does the contact QR code work?

Your business card will have a unique QR code that can be scanned by smartphone users. To scan the code, users open the camera app on their device and hold the phone over the QR code, as if taking a photograph. They click on the URL displayed, and the device opens a contact page in a web browser. Users scroll down, click the button prompting a download or creating a new contact; this step is device dependent. Your contact information is then added to that person's contact list.

Questions?

Email Maria Homer, Dupli customer service representative, at mhomer@duplionline.com. Or contact University Communications and Marketing at contactus@ucm.rutgers.edu.