

Press Release

The Chamber of Commerce Mountain View (CCMV) is adding interactivity to the 43 rd Annual Art and Wine Festival with the technology of GLIIF, a startup overhauling the QR code market. The integration of GLIIF technology into this year's celebration distinguishes it as the first fully-interactive Art & Wine Festival.

Over 600 vendors and artists attending the Festival will be offered an account at GLIIF.com to build a scannable image (also referred to as a GLIIF) with colors, a destination URL, action item (e.g. Scan for Video) and analytical data. The use of a GLIIF will provide an unprecedented opportunity for vendors to connect with customers during the festival via the GLIIF image displayed at their respective booths.

The marketing solution is completely cloud-based and the destination URL can be updated at anytime, keeping customers apprised of vendor news even after the festival has ended. The GLIIF image system is the only image-reading system that delivers analytical data to small retailers and allows for full-customization of its displayed image. "We are thrilled to support the efforts of the Mountain View Chamber of Commerce and its desire to integrate real world to digital universe interfacing," says Alan Bologlu, Founder and CEO of GLIIF.

Festival attendees who download the GLIIF app will welcome the convenience and environmentally-conscious option of a paperless visit. A quick scan of the GLIIF image at pouring stations will link to Festival information on smartphones, including an event map and daily offers. Attendees will also enjoy updates from CCMV during the two-day event. Each scan made by an individual user will enter him or her in a drawing for an iPad mini, awarded by GLIIF.

The GLIIF app is free to all mobile users. Users can create GLIIFs for popular social networking sites like Twitter, LinkedIn, Facebook, Google+ and integrated vCard capabilities that can be accessed via the "My GLIIF" button in the app.

The 43rd Annual Art and Wine Festival will be held on Sept. 6th and 7th. Download the GLIIF Reader app before the event and experience a more connected Festival, online and offline.

ABOUT GLIIF

Founded by CEO Alan Bologlu, GLIIF is a startup company that combines the mobile user recognition of a 2D tag and the security of an Image Recognition system. A GLIIF is a brand-able image that can be created, displayed and scanned by mobile users via the GLIIF reader application. Scans direct users to actionable landing pages, allowing retailers to build brand-centric networks for consumer loyalty programs while utilizing exclusive push messaging capabilities.

Learn more about the GLIIF platform at www.gliif.com

ABOUT THE CHAMBER

The Chamber of Commerce Mountain View (www.chambermv.org) is a business organization working for the mutual benefit of its members and the community by enhancing an environment in which business can succeed. This action is accomplished through progressive leadership in the areas of educational partnerships, business assistance, professional networking, legislative advocacy, and economic development. For more information about the Chamber of Commerce, please call (650) 968-8378.