Perris Press Release

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Perris to Use QR Codes for Smart Phone Access

The City of Perris' commitment to the social networking revolution continues.

The latest example is the "quick response code" that will be launched Monday on the City's website, www.cityofperris.org. The QRC, as it is known, resembles a bar code that allows users of Apple iPhones, androids and iPads to gain instant access to information like current and upcoming events, road closures and news items on the City of Perris website.

Users snap an image of the QRC and seconds later, can click to a link that appears on their hand-held device. The smart phone, iPad and Apple iPhone converts the QRC to a readable format.

Beginning March 12, the City of Perris QRC will be incorporated on City flyers, correspondences and its facebook page.
"For the first time, the City's quick response code in essence puts a barcode to the City of Perris in everyone's pockets," said Information Technology Supervisor Arturo Cervantes. "It is a great way to get instant information into the hands of City residents, visitors and others."

Perris Information Technology Supervisor Arturo Cervantes shows off the new quick response code that will provide users of Apple iPhones, Androids and iPads with instant access about City news and events.
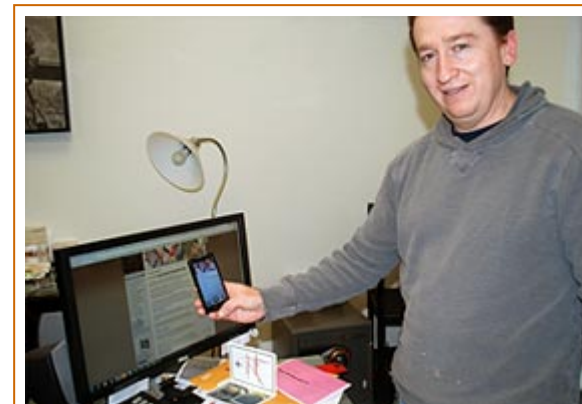
Cervantes said the City of Perris is committed to reaching out to young professionals, college students and others who use social media to communicate. The City's facebook page, began little more than two years ago, has grown to nearly 900 followers.

"We want to reach the tech-savvy people who look for instant access to information," he said. "The City is determined to maintain its outreach efforts by using technology to improve the lives of Perris residents and get our message to an ever-widening audience.
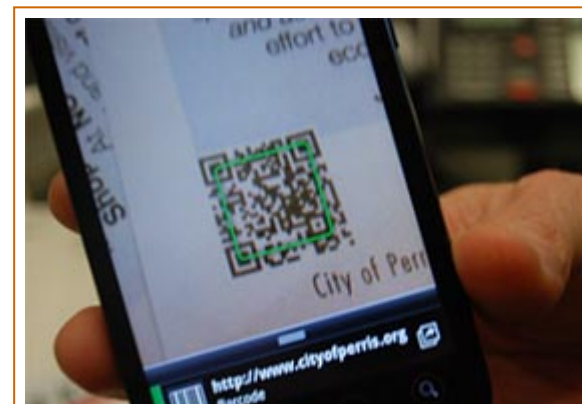
Cervantes said Perris is among the first cities in Inland Southern California incorporating its own QRC in its public networking program.

Perris Mayor Daryl Busch said he supports the latest outreach effort. He said he will learn how to take advantage of the City's QRC.

"We are keeping up with technology," Busch said. "We are constantly working to improve our communications with the citizens of Perris."

Close-up view of the City of Perris quick response code, the latest effort used by the City to plug into the social networking revolution.