

Australia Post introduces “video stamp”

The postal service has printed three million stamps for the holiday season which, when used with a mobile app, let senders record a video message

QR CODE STAMP

Stamp uses **Quick Response (QR)** code – modern day update of bar code

You've received a Video Stamp

To watch your personal message now, scan with:

- Any QR reader
- The Video Stamp app
- Or by entering rh79agrd at auspost.com.au/ videostamp



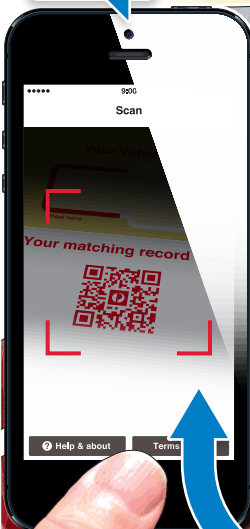
(actual size)

Version 3 QR code

Grid of red and white blocks, measuring 29x29 pixels, represents **1** or **0** binary code. Can contain up to maximum of 77 alphanumeric characters, more than enough for website address

Stamp: Attached to envelope in normal way

SENDER



Express Post

Mrs Brown
264 George St
Sydney NSW 2000

Australia

RECIPIENT



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Merry Christmas, Mum!



Sender scans record code from stamp packaging using **Video Stamp** app. Smartphone records 15 seconds of video and uploads it to website

Recipient uses QR reader app to read stamp. App links to website and plays video