

**PRESS RELEASE**

For Immediate Release
September 30, 2010

Free Tagging Seminar On October 12th, 2010

Lakewood Ranch, FL – The Manatee Chamber of Commerce, in partnership with Lakewood Ranch, is offering a FREE SEMINAR on "Tagging" on Tuesday, October 12, 2010 at 9:30 AM at the Chamber's Lakewood Ranch Office at the McClure Center, 4215 Concept Court.

Troy Newport of Webtivity Design Solutions and a representative from Lakewood Ranch/Microsoft will present information on 2D barcode technology (QR Codes and Microsoft Tags) and ways companies can use this technology to promote a person, a business or products and services.

Registration is required to attend this event. The registration form can be found at <http://www.manateechamber.com/articles/mobiletagging.pdf>.

About 2D Barcode Technology

A 2D barcode can be viewed in similar terms as a Universal Product Code (UPC), except UPC's can only represent numbers. 2D barcodes can be used to represent text, web addresses and other data. Newer smartphones now include the scanning software necessary to take advantage of this technology, while a quick application download will integrate with older smartphones to enable the functionality. Once you have the software on your phone, you just aim your camera phone at a 2D barcode, and your smartphone scans the code.

About Manatee Chamber of Commerce

The Manatee Chamber of Commerce, a Florida Chamber of Commerce, is located in Bradenton, Florida and serves Anna Maria Island, Bradenton, Bradenton Beach, Ellenton, Holmes Beach, Lakewood Ranch, Longboat Key, Palmetto, Parrish, and Myakka City. Lakewood Ranch and Longboat Key are bi-County areas, split between Sarasota and Manatee. The Chamber provides education and networking opportunities, job / employment assistance, and small business start-up counseling while working on community issues such as legislation, water, transportation, and general quality of life. The Manatee Chamber has a full-service Better Business Council, Drug-Free Workplace Program, and Economic Development Council.

Website: <http://www.manateechamber.com/>

About Webtivity Design Solutions

Webtivity Design Solutions is headquartered in Bradenton, FL with clients throughout the U.S. and other parts of the world. Webtivity provides website design/development, custom programming and cross-media marketing including search engine optimization, pay-per-click, social media, email, digital signage, and print. Using a marketing consultative approach, Webtivity works with the client to develop an effective marketing strategy based on their business, customers, competition, and budget.

Website: <http://www.webtivitydesigns.com>



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