



Bainbridge Island, Washington

PRESS RELEASE

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**Popular Interactive Book, *Introduction to Graphic Communication*,
Moves to QR Code**

In response to changing mobile technology, the popular textbook, *Introduction to Graphic Communication* is moving from Ricoh's Clickable Paper to a QR Code-based approach to accessing online content.

The book was the first of its kind to adopt Clickable Paper since it's first printing in 2018. As a printing industry textbook for schools and industry training, it has been in high demand, with over 4,000 copies in circulation.

Coauthor Harvey Levenson said, "With the QR Code having become the universal means for creating scans to access the Internet, it made a lot of sense for us to convert from a Clickable Paper app to a QR Code approach that simplifies the scanning process."

Publisher and coauthor John Parsons said, "Readers no longer need to download and install a separate Clickable Paper app on a mobile device. All you need now is the device's built-in camera app to scan the code."

Present users received a printable PDF containing the code. All new users of the book will receive it as an insert. Future editions will have the code printed directly in the book for accessing videos and other online content on smartphones and tablets.

For information on how to acquire the book, contact:

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