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New England Real Estate Journal now has a Quick Response code on the cover

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The New England Real Estate Journal now has a Quick Response (QR) code on the cover of the paper. QR codes will provide our subscribers with instant access to NEREJ.com. Similar to how a barcode provides information through a scanner, a QR code is simply a bridge to a website that when scanned with a smart phone (iPhone, Blackberry, Android or mobile device) takes the reader directly to that website. You will need to download a free application on an, for example BeeTagg Reader, i-nigma Reader, KAYWA Reader, NeoReader, UpCode Reader and QuickMark Reader, to properly read a QR code.

"We are providing our readers with the tools they need to access the wealth of commercial real estate information our website offers - in seconds," said John Picard, president of the New England Real Estate Journal. "Our readers expect to be able to gather information instantly, and the use of QR codes will allow them to get to our NEREJ.com website while seated at a coffee shop or from the comfort of their home," said Picard. "The QR codes will provide more efficient access to our website. This is another example of how we are using the latest advances in technology to increase information to our readership."

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