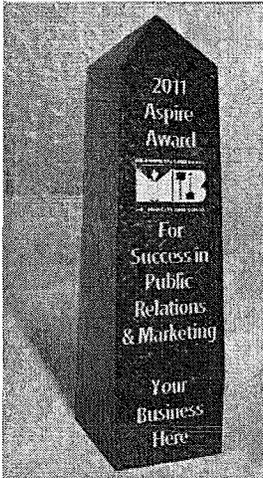


# ASPIRE TO SUCCESS



MBNA's Aspire Awards were created to recognize monument builder companies that have drawn favorable attention to their companies, and in turn, to the industry through their specialized marketing and/or public relations campaigns.

All MBNA members in good standing are invited to submit entries for the **2011 MBNA Aspire to Success Marketing & Public Relations Contest**.

Any publicity you've received during the contest year (November 1, 2010 through November 1, 2011) is eligible. This includes coverage by newspapers, magazines, television, new acquisitions, celebrated anniversaries or testimonial letters.

Up to three (3) winners will be awarded the handsome granite MBNA Aspire Award, a tall, polished trophy that adds elegance and interest to any member's lobby or bookshelf. Honorable mention entries will receive a certificate of merit suitable for framing. All winning entries will be featured in *MBNews*.

## ENTRY FORM

Deadline to submit material is November 18, 2011.

### 2011 MBNA Aspire to Success Marketing and Public Relations Contest

Name: DAVID QUIRING, CM  
Company Name: QUIRING MONUMENTS, INC.  
Address: 9608 AURORA Ave No. Seattle, WA 98103  
City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: USA  
Phone: 206 522-8400 E-mail: davidq@monuments.com

#### Tell us about your marketing and public relations success:

- Detail your experience. Use a separate piece of paper. It can be one item or event, or multiple events, or a year-long ad campaign.
- Please attach any photographs, clippings, brochures, letters, invitations or company branded materials that relate to your entry. We need original photographs (prints or electronic), but please photocopy your clippings, letters or invitations if you need them returned as we cannot return the material. *Photos can be black and white or color.*

Events should have taken place between November 1, 2010 and November 1, 2011. Deadline for receipt of materials at MBNA Headquarters is November 19, 2010. Materials may be submitted on-line or by postal service.

If you have questions or need additional information, contact MBNA headquarters at (800) 233-4472 or via email at [info@monumentbuilders.org](mailto:info@monumentbuilders.org).

# Quiring

M O N U M E N T S

Quiring Monuments, Inc.  
9608 Aurora Avenue North  
Seattle, WA 98103-3296  
Phone 206/522-8400  
WA Toll-Free 800-824-0669  
Fax 206/523-7469  
Toll-Free Fax: 800-631-5925  
www.monuments.com

September 7, 2011

MBNA  
136 South Keowee St.  
Dayton, OH 45402

Entry for MBNA Aspire Award 2011

**As our population becomes more unique so must memorialization become more profound.**

In our quest to create more meaningful memorialization, Quiring Monuments, Inc. has been working to find ways to link technology like personal web pages to granite memorials for several years. We tried attaching video recorders and RFID chips to our headstones but each one of these previous attempts fell short of our goals.

As Quick Read barcodes (QR Codes) gradually became more popular in the U.S., we decided that this technology was perfectly adaptable to link a monument and a personal web page together. Our retail and wholesale customers loved the idea and "Living Headstones™ Internet Connected Memorials" came into being. It gave us the opportunity to add a tag to a memorial that connects a website containing a whole album of photos, video and audio files, genealogy information, comments and recalled memories from friends and family that could be accessed by a smart phone at the cemetery and by a laptop or desktop computer from home.

We created a short 3 minute video that explained the process and contacted a reporter from a radio station here in Seattle that had done a story about our donated memorial to a police officer that was killed in the line of duty. He was happy to come over that very day and do a story on our memorial innovation.

That story caught the attention of another reporter who had also done a story a few years ago on our company for the Puget Sound Business Journal. Those stories caught the attention of the blogging community and there were several blogs written about the new technology linking to old tombstones. A few weeks later we were contacted by the local ABC television affiliate and their story went national.

The Canadian Broadcasting Network picked it up and my friends from Canada called to say they heard about us on Canadian TV. Many more blogs from Technology to Genealogy to Microsoft Tags picked it up and spun it out over the web. Next we got press in the India Times. Then we hit the big one!



National Public Radio did an article titled "Technology Brings Digital Memories to Grave Sites" that came out on Memorial Day which promptly was re-published and re-aired over public radio in Georgia, Vermont, Toronto, Canada, Houston, Chicago, Boston, New Zealand and BBC radio in London, England. Our phone started ringing and the internet buzzed with questions and orders.

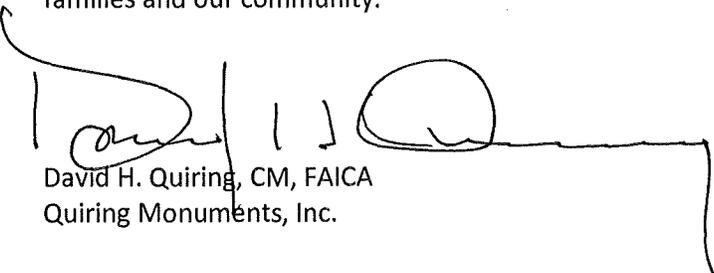
A link to our 3 minute You Tube Video titled "Living Headstone" ™ Memorials by Quiring Monuments was included in many of these print and broadcast video segments.

[http://www.youtube.com/watch?v=yd2\\_FG06vnl&list=FLjCkN6Crvwly4i8vsnfu9kQ&index=1&feature=plpp](http://www.youtube.com/watch?v=yd2_FG06vnl&list=FLjCkN6Crvwly4i8vsnfu9kQ&index=1&feature=plpp)

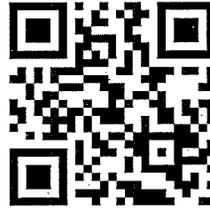
It has been viewed 13,237 times in four months. Again more interested folks contacted us and asked if this code needed batteries, could it be attached to older memorials and what was a "smart phone".

Next came the Seattle Times article which was picked up by many TV stations around the US as well as Death and Taxes magazine, the Café "Mom" blog, USA Today and Northwest CableNews.com. From there to the Vancouver Sun, Joplin Globe, the Bend, Oregon Bulletin, The Denver Post, The Digital Beyond blog, In The Bloginning, and finally Hot Frog.com. All in all there were over 75 stories on the radio, TV, internet and in printed media from North America, New Zealand, Australia, England, Germany, France and they are still coming in.

There are many byproducts from this interesting blend of old tombstone craftsmanship and new internet technology but none that is more important than the universal need for living humans to connect with their loved ones who came before them. Maybe this new technology will make more folks want a permanent resting place in a cemetery that can preserve the value of a unique heritage for our families and our community.



David H. Quiring, CM, FAICA  
Quiring Monuments, Inc.



## Living Headstones™ Internet Connected Memorials

### Articles & Blogs

<b>My Northwest.com</b> (4/14/2011)	<a href="http://mynorthwest.com/?nid=189&amp;sid=463178">http://mynorthwest.com/?nid=189&amp;sid=463178</a>
<b>Puget Sound Business Journal</b> (4/26/2011)	<a href="http://www.bizjournals.com/seattle/blog/2011/04/seattle-company-quiring-monuments-adds.html">http://www.bizjournals.com/seattle/blog/2011/04/seattle-company-quiring-monuments-adds.html</a>
<b>Suntask Solar</b> (4/27/2011)	<a href="http://www.suntasksolar.com/news_en/20110426173.html">http://www.suntasksolar.com/news_en/20110426173.html</a>
<b>Digital Reporter-Tech Trends</b> (5/6/2011)	<a href="http://digitalreporter.blogspot.com/2011/05/quiring-monuments-adds-qr-codes.html">http://digitalreporter.blogspot.com/2011/05/quiring-monuments-adds-qr-codes.html</a>
<b>QR Code Press.com</b> (4/28/2011)	<a href="http://www.qrcodepress.com/liging-headstones-created-with-qr-codes/851855/">http://www.qrcodepress.com/liging-headstones-created-with-qr-codes/851855/</a>
<b>Komo News.com</b> (5/11/2011)	<a href="http://www.komonews.com/news/local/121644559.html">http://www.komonews.com/news/local/121644559.html</a>

<b>Eastman's Online Genealogy Newsletter</b> (4/29/2011)	<a href="http://blog.eogn.com/eastmans_online_genealogy/2011/04/learning-about-the-deceased-with-smartphones-in-the-graveyard.html">http://blog.eogn.com/eastmans_online_genealogy/2011/04/learning-about-the-deceased-with-smartphones-in-the-graveyard.html</a>
<b>CBN News.com</b> (5/13/2011)	<a href="http://www.cbn.com/cbnnews/healthscience/2011/May/Living-Headstone-Touted-as-Living-Memorial/">http://www.cbn.com/cbnnews/healthscience/2011/May/Living-Headstone-Touted-as-Living-Memorial/</a>
<b>Komo News.com</b> (5/12/2011)	<a href="http://www.komonews.com/news/121644559.html?img=1&amp;mg=y&amp;smobile=y&amp;c=y">http://www.komonews.com/news/121644559.html?img=1&amp;mg=y&amp;smobile=y&amp;c=y</a>
<b>PointsLocal.com</b> (5/11/2011)	<a href="http://atlanta.pointslocal.com/story/atlanta/317936/high-tech-headstones-immortalizing-life-stories">http://atlanta.pointslocal.com/story/atlanta/317936/high-tech-headstones-immortalizing-life-stories</a>
<b>LIBAW Christian Media Cross</b> (5/13/2011)	<a href="http://libaw.com/christian-media-cross/health/living-headstone-touted-as-living-memorial/">http://libaw.com/christian-media-cross/health/living-headstone-touted-as-living-memorial/</a>
<b>Puget Sound Business Journal</b> (4/26/2011)	<a href="http://www.bizjournals.com/seattle/blog/2011/04/seattle-company-quiring-monuments-adds.html?ana=tw">http://www.bizjournals.com/seattle/blog/2011/04/seattle-company-quiring-monuments-adds.html?ana=tw</a>
<b>Microsoft Tag Blog</b> (5/19/2011)	<a href="http://tag.microsoft.com/tag-in-action/success-story/t/Barcodes_on_Gravestones_It_s_True.aspx">http://tag.microsoft.com/tag-in-action/success-story/t/Barcodes_on_Gravestones_It_s_True.aspx</a>
<b>Digital Journal.com</b> (5/27/2011)	<a href="http://www.digitaljournal.com/pr/322294">http://www.digitaljournal.com/pr/322294</a>
<b>Tech Flash.com</b> (5/27/2011)	<a href="http://www.techflash.com/seattle/2011/05/smart-cremation-now-just-a-click-away.html">http://www.techflash.com/seattle/2011/05/smart-cremation-now-just-a-click-away.html</a>
<b>Benzinga.com</b> (5/27/2011)	<a href="http://www.benzinga.com/press-releases/11/05/p1119164/qr-codes-turn-headstones-into-interactive-memorials-living-headstone%E2%84%A2?quicktabs_1=0">http://www.benzinga.com/press-releases/11/05/p1119164/qr-codes-turn-headstones-into-interactive-memorials-living-headstone%E2%84%A2?quicktabs_1=0</a>
<b>SFGate.com</b> (5/27/2011)	<a href="http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/05/27/prweb8499722.DTL">http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/05/27/prweb8499722.DTL</a>
<b>QRazy solutions</b> (5/28/2011)	<a href="http://qrazy.so/qr-codes-turn-headstones-into-interactive-memorials-living-headstone%E2%84%A2/">http://qrazy.so/qr-codes-turn-headstones-into-interactive-memorials-living-headstone%E2%84%A2/</a>

<b>All Voices.com</b> (5/27/2011)	<a href="http://www.allvoices.com/news/9231013-qr-codes-turn-headstones-into-interactive-memorials-living-headstone">http://www.allvoices.com/news/9231013-qr-codes-turn-headstones-into-interactive-memorials-living-headstone</a>
<b>DailyBits.com</b> (5/31/2011)	<a href="http://www.dailybits.com/qr-code-tombstones-now-available-commercially/">http://www.dailybits.com/qr-code-tombstones-now-available-commercially/</a>
<b>India Times</b>	<a href="http://1click.indiatimes.com/article/0exM1S01Yh2Si?q=Seattle">http://1click.indiatimes.com/article/0exM1S01Yh2Si?q=Seattle</a>
<b>Idea Stations.org</b> (5/30/2011)	<a href="http://www.ideastations.org/npr/136676964-technology-brings-digital-memories-to-grave-sites">http://www.ideastations.org/npr/136676964-technology-brings-digital-memories-to-grave-sites</a>
<b>The Hosting News.com</b> (5/30/2011)	<a href="http://www.thehostingnews.com/qr-codes-turn-headstones-into-interactive-memorials-18250.html">http://www.thehostingnews.com/qr-codes-turn-headstones-into-interactive-memorials-18250.html</a>
<b>Georgia Public Radio.com</b> (5/30/2011)	<a href="http://www.gpb.org/news/2011/05/30/technology-brings-digital-memories-to-grave-sites">http://www.gpb.org/news/2011/05/30/technology-brings-digital-memories-to-grave-sites</a>
<b>Vermont Public Radio.com</b> (5/30/2011)	<a href="http://www.vpr.net/npr/136676964/">http://www.vpr.net/npr/136676964/</a>
<b>National Public Radio</b> (5/30/2011)	<a href="http://www.npr.org/2011/05/30/136676964/technology-brings-digital-memories-to-grave-sites">http://www.npr.org/2011/05/30/136676964/technology-brings-digital-memories-to-grave-sites</a>
<b>The Toronto Star</b> (5/31/2011)	<a href="http://mobile.thestar.com/mobile/NEWS/article/1000142">http://mobile.thestar.com/mobile/NEWS/article/1000142</a>
<b>University of Houston</b> (5/30/2011)	<a href="http://app1.kuhf.org/articles/npr1306792876-Technology-Brings-Digital-Memories-To-Grave-Sites.html">http://app1.kuhf.org/articles/npr1306792876-Technology-Brings-Digital-Memories-To-Grave-Sites.html</a>
<b>The Society Pages</b> (5/31/2011)	<a href="http://thesocietypages.org/cyborgology/2011/05/31/augmenting-the-cemetery/">http://thesocietypages.org/cyborgology/2011/05/31/augmenting-the-cemetery/</a>
<b>The Toronto Star</b> (5/31/2011)	<a href="http://www.thestar.com/News/World/article/1000142">http://www.thestar.com/News/World/article/1000142</a>
<b>Top Rated Hosting</b> (5/30/2011)	<a href="http://www.topratedhosting.info/cheap-web-hosting/qr-codes-turn-headstones-into-interactive-memorials/">http://www.topratedhosting.info/cheap-web-hosting/qr-codes-turn-headstones-into-interactive-memorials/</a>

<b>NPR.org</b> (5/30/2011)	<a href="http://m.npr.org/news/Technology/136676964">http://m.npr.org/news/Technology/136676964</a>
<b>Redux.com</b>	<a href="http://redux.com/stream/item/2046084/Living-Headstone-TM-Memorials-by-Quiring-Monuments?ref=Y">http://redux.com/stream/item/2046084/Living-Headstone-TM-Memorials-by-Quiring-Monuments?ref=Y</a>
<b>KCPQ Q13 Fox News</b> (6/2/2011)	<a href="http://www.q13fox.com/news/kcpq-taking-gravestones-digital-20110602,0,5978870.story">http://www.q13fox.com/news/kcpq-taking-gravestones-digital-20110602,0,5978870.story</a>
<b>WGN Radio (Fox) Chicago</b> (6/2/2011)	<a href="http://www.wgnradio.com/news/kcpq-taking-gravestones-digital-20110602,0,5305090.story">http://www.wgnradio.com/news/kcpq-taking-gravestones-digital-20110602,0,5305090.story</a>
<b>The Photographer 4You.com</b> (5/31/2011)	<a href="http://thephotographer4you.com/2011/05/31/watch-living-headstone-tm-memorials-by-quiring-monuments/">http://thephotographer4you.com/2011/05/31/watch-living-headstone-tm-memorials-by-quiring-monuments/</a>
<b>Il Neurone Canada</b> (5/31/2011)	<a href="http://ca.ilneurone.com/?p=26952">http://ca.ilneurone.com/?p=26952</a>
<b>WBUR Radio, Boston</b> (5/30/2011)	<a href="http://wbur.org/npr/136676964/technology-brongs-digital-memories-to-grave-sites">http://wbur.org/npr/136676964/technology-brongs-digital-memories-to-grave-sites</a>
<b>HeadStones Prices.com</b> (5/30/2011)	<a href="http://headstonesprices.us/living-headstone-tm-memorials-by-quiring-monuments.html">http://headstonesprices.us/living-headstone-tm-memorials-by-quiring-monuments.html</a>
<b>HeadStones Prices.com</b> (5/30/2011)	<a href="http://headstonesprices.us/qr-codes-turn-headstones-into-interactive-memorials-living-headstone.html">http://headstonesprices.us/qr-codes-turn-headstones-into-interactive-memorials-living-headstone.html</a>
<b>QR Path Mobile Blog</b> (6/6/2011)	<a href="http://www.qrpath.com/blog/2011/06/06/small-businesses-using-qr-codes-to-engage-customers-foxbusiness-com-qr-path/">http://www.qrpath.com/blog/2011/06/06/small-businesses-using-qr-codes-to-engage-customers-foxbusiness-com-qr-path/</a>
<b>Topix.net</b> (5/27/2011)	<a href="http://www.topix.net/content/prweb/2011/05/qr-codes-turn-headstones-into-interactive-memorials-living-headstonea">http://www.topix.net/content/prweb/2011/05/qr-codes-turn-headstones-into-interactive-memorials-living-headstonea</a>
<b>The Toronto Star</b> (5/31/2011)	<a href="http://www.thestar.com/news/world/article/1000142--headstones-become-interactive-with-new-app">http://www.thestar.com/news/world/article/1000142--headstones-become-interactive-with-new-app</a>
<b>Authspot.com</b> (6/3/2011)	<a href="http://authspot.com/thoughts/life-beyond-death-that-tell-the-story-of-buried-tombs-how-is-it-possible/">http://authspot.com/thoughts/life-beyond-death-that-tell-the-story-of-buried-tombs-how-is-it-possible/</a>
<b>The Society Pages</b>	<a href="http://thesocietypages.org/cyborgology/2011/05/31/augmenting-the-cemetery/">http://thesocietypages.org/cyborgology/2011/05/31/augmenting-the-cemetery/</a>

<b>This Way Up Radio New Zealand</b> (6/11/2011)	<a href="http://www.radionz.co.nz/national/programmes/thiswayup/audio/2491017/digital-remembrance">http://www.radionz.co.nz/national/programmes/thiswayup/audio/2491017/digital-remembrance</a>
<b>Small Business Center</b> (6/3/2011)	<a href="http://smallbusiness.foxbusiness.com/technology-web/2011/05/20/small-businesses-using-qr-codes-to-engage-customers/">http://smallbusiness.foxbusiness.com/technology-web/2011/05/20/small-businesses-using-qr-codes-to-engage-customers/</a>
<b>Smart Brief on Entrepreneurs</b> (6/6/2011)	<a href="http://www.smartbrief.com/news/entrepreneurs/storyDetails.jsp?issueid=E3947852-03B5-43CB-B499-4C5AE48134AB&amp;copyid=2702BAA8-704E-4F66-B1D3-5C2D14711E60">http://www.smartbrief.com/news/entrepreneurs/storyDetails.jsp?issueid=E3947852-03B5-43CB-B499-4C5AE48134AB&amp;copyid=2702BAA8-704E-4F66-B1D3-5C2D14711E60</a>
<b>New Europe</b> (6/5/2011)	<a href="http://www.neurope.eu/articles/106801.php">http://www.neurope.eu/articles/106801.php</a>
<b>BBC Radio - London</b> (6/7/2011)	<a href="http://www.bbc.co.uk/blogs/outriders/2011/06/old_new_and_remembered.shtml">http://www.bbc.co.uk/blogs/outriders/2011/06/old_new_and_remembered.shtml</a>
<b>Word Press.com</b> (6/14/2011)	<a href="http://yvonnelaube.wordpress.com/2011/06/">http://yvonnelaube.wordpress.com/2011/06/</a>
<b>USA Today</b> (7/19/2011)	<a href="http://www.usatoday.com/tech/news/2011-07-19-qr-codes-smartphones_n.htm">http://www.usatoday.com/tech/news/2011-07-19-qr-codes-smartphones_n.htm</a>
<b>The Seattle Times</b> (7/31/2011)	<a href="http://seattletimes.nwsourc.com/html/locainews/2015787265_quiring01m.html">http://seattletimes.nwsourc.com/html/locainews/2015787265_quiring01m.html</a>
<b>Death and Taxes Mag.com</b> (8/1/2011)	<a href="http://www.deathandtaxesmag.com/125878/seattle-company-adds-qr-codes-to-headstones/">http://www.deathandtaxesmag.com/125878/seattle-company-adds-qr-codes-to-headstones/</a>
<b>The Presurfer</b> (8/2/2011)	<a href="http://presurfer.blogspot.com/2011/08/living-headstone-living-memorial.html">http://presurfer.blogspot.com/2011/08/living-headstone-living-memorial.html</a>
<b>Café Mom, The Stir</b> (8/1/2011)	<a href="http://thestir.cafemom.com/technology/123920/living_headstones_connect_your_phone">http://thestir.cafemom.com/technology/123920/living_headstones_connect_your_phone</a>
<b>NWCN.com</b> (8/5/2011)	<a href="http://www.nwcn.com/news/washington?fid=126880623&amp;fPath=/home&amp;fDomain=10222">http://www.nwcn.com/news/washington?fid=126880623&amp;fPath=/home&amp;fDomain=10222</a>
<b>Vancouver Sun.com</b> (8/10/11)	<a href="http://www.vancouversun.com/technology/Headstone+applique+brings+memories+deceased+visitors+phones/5233677/story.html">http://www.vancouversun.com/technology/Headstone+applique+brings+memories+deceased+visitors+phones/5233677/story.html</a>

<b>Synch-blog.com</b> (8/10/11)	<a href="http://www.sync-blog.com/sync/2011/08/eternity-is-now-blessed-with-a-touch-of-tech.html">http://www.sync-blog.com/sync/2011/08/eternity-is-now-blessed-with-a-touch-of-tech.html</a>
<b>The Joplin Globe</b> (8/10/11)	<a href="http://www.joplinglobe.com/dailybusiness/x850296130/Headstone-applique-brings-memories-of-deceased-to-visitors-phones">http://www.joplinglobe.com/dailybusiness/x850296130/Headstone-applique-brings-memories-of-deceased-to-visitors-phones</a>
<b>Monterey Herald</b> (8/11/11)	<a href="http://www.montereyherald.com/ci_18659631?IADID=Search-www.montereyherald.com-www.montereyherald.com">http://www.montereyherald.com/ci_18659631?IADID=Search-www.montereyherald.com-www.montereyherald.com</a>
<b>The Bulletin.com</b> (8/11/11)	<a href="http://www.bendbulletin.com/apps/pbcs.dll/article?AID=/20110812/NEWS0107/108120373/1163/1163&amp;nav_category=1163">http://www.bendbulletin.com/apps/pbcs.dll/article?AID=/20110812/NEWS0107/108120373/1163/1163&amp;nav_category=1163</a>
<b>The State.com</b> (8/11/11)	<a href="http://www.thestate.com/2011/08/11/1929507/share-memories-of-deceased-on.html">http://www.thestate.com/2011/08/11/1929507/share-memories-of-deceased-on.html</a>
<b>Mercury News.com</b> (8/11/11)	<a href="http://www.mercurynews.com/california/ci_18659631?nclick_check=1&amp;forced=true">http://www.mercurynews.com/california/ci_18659631?nclick_check=1&amp;forced=true</a>
<b>The Denver Post</b> (8/15/11)	<a href="http://www.denverpost.com/business/ci_18681507">http://www.denverpost.com/business/ci_18681507</a>
<b>PCD Granites</b> (8/12/11)	<a href="http://pcdgranites.com/?p=12">http://pcdgranites.com/?p=12</a>
<b>News Observer</b> (8/15/11)	<a href="http://www.newsobserver.com/2011/08/15/1413417/app-lets-the-dead-live-on-visitors.html">http://www.newsobserver.com/2011/08/15/1413417/app-lets-the-dead-live-on-visitors.html</a>
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Updated Apr 14, 2011 - 12:24 pm

# Turning headstones into living memorials



By Chris Sullivan  
97.3 KIRO FM Reporter

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Recommend 39



Quiring Monuments is adding 2-D barcode readers to them so people can snap a picture with their smartphone and be transported to a special website dedicated to the dearly departed. (KIRO Radio/Chris Sullivan)

Cemeteries aren't the most inviting places. They can be scary or depressing. They serve more to remind us of what we've lost. They don't celebrate the lives lived.

But what if they could?

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David Quiring is putting one together for his father, and it's not his grave anymore," he says. "It's his life that we can celebrate instead of grieve over where he was buried."

The family can post pictures, videos and even comments that will be accessible at the grave and on the web. It can make a trip to the cemetery less scary and even informative for kids.

Quiring imagines what he'll be able to tell his grandkids about their family when they visit.

"I can show him on my phone what great-grandpa looked like and what he did and some of the stuff people wrote about him and who his ancestors are going back into the 1700's when I put our family tree on there," he said.

Coded monuments could turn cemeteries into interactive history museums. You could find out about the people buried next to your loved ones, and what kind of lives they led.

"There's value in connecting back," Quiring said. "It's one thing to go through pictures, but it's another thing to share all that stuff with future generations."

It could turn cemeteries from places to fear and avoid into places to learn and share treasured moments from lives lived.

Chris Sullivan, 97.3 KIRO FM Reporter

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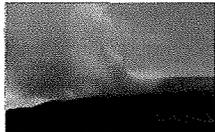
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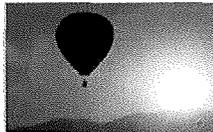


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# Quiring Monuments adds smartphone codes to gravestones

**Puget Sound Business Journal** - by [Steve Wilhelm](#)

Date: Tuesday, April 26, 2011, 1:45pm PDT - Last Modified: Tuesday, April 26, 2011, 4:08pm PDT



[Steve Wilhelm](#)

[Staff Writer](#)

[Email](#)

Seattle's [Quiring Monuments Inc.](#) has introduced a new twist in memorials: a code affixed to gravestones that can be scanned with a smartphone to give more information about the deceased.

Company President **Dave Quiring** said he's been exploring interactive gravestone technologies for years, but prior attempts were too expensive and the technologies were too temperamental and limited.

A first attempt in 2006 was a small RFID chip embedded in a gravestone, with information that could be accessed with a special reader. A second in 2008 was a flash memory, powered by a solar collector, that showed images of the deceased on a small screen built into a gravestone.

Both were produced by other companies, and few people bought either. The flash memory device cost \$3,000.

Quiring has now developed its own way of incorporating a QR code — a squarish-looking barcode that smartphones can read — into a grave marker through a small plastic-metal composite tag affixed to the gravestone and a QR-operated website to back it up.

Anyone can scan a grave maker with their smartphone and learn more about the person buried there, Quiring said. Only friends and family members who have log-in access will be able to leave comments.

"This is such a simple solution, with no batteries, no big expense. The two pieces come together, and I think they make a neat marriage," Quiring said.

So far the company has sold 15 of the new feature, which it's calling "Living Headstone," in the roughly one month it has been on the market. The feature is included free with any memorial purchase, or can be added to an older stone for \$65. It includes five years of support on the Quiring website.

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**April 29, 2011**

### Learning About the Deceased with Smartphones in the Graveyard

Quiring Monuments, Inc. has introduced a new twist in cemetery memorials: a code affixed to gravestones that can be scanned with a smartphone to give more information about the deceased. Company President Dave Quiring said he's been exploring interactive gravestone technologies for years, but prior attempts were too expensive and the technologies were too temperamental and limited. Now he thinks he has found the right combination.

Quiring has now developed its own way of incorporating a QR code — a squarish-looking barcode that smartphones can read — into a grave marker through a small plastic-metal composite tag affixed to the gravestone, no batteries required. A QR-operated website provides the information. Scan the code with a smartphone and a web browser will open, taking the visitor directly to the web page associated with that tombstone.

Anyone can scan a grave maker with their smartphone and learn more about the person buried there, Quiring said. Only friends and family members who have log-in access will be able to leave comments.

You can read more about the Quiring Monuments QR code in an article by Steve Wilhelm in the TechFlash web site at <http://www.techflash.com/seattle/2011/04/gravestones-that-can-be-scanned.htm>

Quiring Monuments does have competitors. I wrote some months ago about Memory Medallions: a microchip on a tombstone, at [http://blog.eogn.com/eastmans\\_online\\_genealogy/2010/12/memory-medallions-a-microchip-on-a-tombstone.html](http://blog.eogn.com/eastmans_online_genealogy/2010/12/memory-medallions-a-microchip-on-a-tombstone.html)

My thanks to Peter McCracken for telling me about this story.

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Learning About the Deceased with Smartphones in the Graveyard - Eastman's Online Genealogy Newsle... Page 2 of 3  
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Posted by Dick Eastman on April 29, 2011 in [Hardware](#) | [Permalink](#)

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## Comments



Robert Larson said...

Personally, I'm glad to see that people are creating electronic memorials for the deceased. I featured the Memory Medallions in our society newsletter several months back. Products like this will offer relatives the ability to learn about the legacy of their ancestors. All cemeteries or headstone companies should offer the memory devices. Really would be a great tribute to our ancestors!

[Reply April 30, 2011 at 08:47 AM](#)

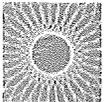


WyoSpring said...

This past week I went to a funeral in Cheyenne, Wyoming, for a friend, and the eulogy was a video using a program where they had music and prepositioned pages turning that had the appearance of chapters. His history and comments by the family members who were also pictured (using photos) was presented. Each family member including grandchildren were named with pictures--many had comments. The funeral home has the program and adds the information.

Later this week I wanted to check a funeral home in California of a person who died within the last year, a shirt tale relative to see if I had the data entered on Findagrave was correct, and I couldn't believe it--there was video of her funeral--flowers, etc. on line. Amazing memorials out there. Usually you can see obituaries via the newspaper and add comments, but these two videos were sure new to me.

[Reply April 30, 2011 at 06:49 PM](#)



Mar said...

I wonder if such medallions could be applied to already-existing gravestones? Does anyone know? what a great idea; as a cemetery transcriber this would be great.

[Reply July 07, 2011 at 09:38 AM](#)



[Dick Eastman](#) said in reply to Mar...

MOST of these devices will be attached to already existing headstones.

[Reply July 07, 2011 at 09:53 AM](#)

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## High-tech headstones immortalizing life stories

By Eric Johnson | Published: May 11, 2011 at 10:05 AM PDT | Last Updated: May 12, 2011 at 10:16 PM PDT

Comments (5) Print Email



The cemetery is a simple place: grave markers, names, and dates.

But one Seattle man is radically re-thinking the whole concept of what a gravestone is, and what the experience at a cemetery should be.

When Dave Quiring visits the gravesite of his departed parents, he actually sees them, hears them, and interacts with them.

He is president of [Quiring Monuments](#). His family has been in the business for six generations.

His business is littered with slabs of stone, and blocks of granite. It is a kind of graveyard in waiting.

Under Dave's watchful eye, the slabs are personalized, and immortalized. They are turned into permanent markers of lives lived.

His favorite quote goes like this: "show me how a nation takes care of its dead, and I will measure with mathematical exactness the tender sympathies of its people."

Quiring Monuments, on Aurora, is where Dave came up with an incredible idea. He calls it the "living headstone."

"The ability to connect is going to make this whole experience not only more meanfull, but it's going to make it... it's going to help people move through grief," Dave says.

It involves what he calls a tag, which is basically a bar code. It is built into the gravestone. Passers by can scan the code into their smart phone, and just like that, they are taken to a personalized website, full of information about the departed person who rests beneath the stone.

I asked Dave, "Why? Why do we need technology in a cemetery?"

His answer was direct and simple: "Nobody wants to be just another brick in the wall."

The pages can contain anything -- photos, sayings, stories, obituaries, videos, even humor.

He took us to his father's grave. He scanned the phone, and sure enough, there it was. Dave's dad had kept a favorite saying in his wallet for many years. On his page was a photo of the very paper he had kept for so long.

Oh his mother's page is a glamor shot. "She never did like that shot either," Dave said with a sly smile. "For every time I've had someone in my office crying, I've had five families laughing."

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The possibilities are endless. Imagine going to your grandfather's grave site, and watching video of him telling a story about the old days.

For a thousand graves, there are a thousand stories, and Dave Quiring wants to help all of us tell those stories.

So far, he's sold about 20 of the living headstones. They've only been on the market for a little more than a month. The cost isn't nearly as much as you might think, about \$150 more than the normal cost of a headstone.

Dave dreams of voices from the past reminding us that they were here. That they lived, and mattered, and still have something to offer, even from the grave.

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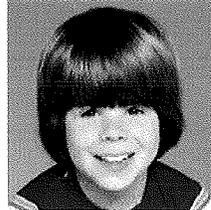
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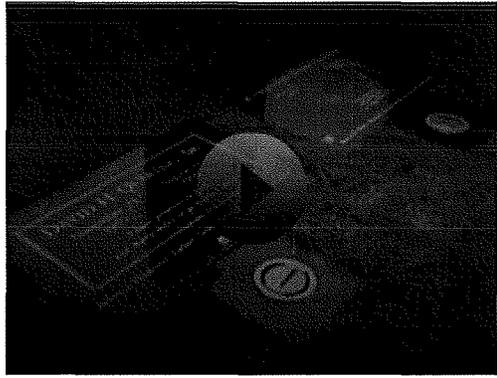
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**Health & Science**

## 'Living Headstone' Touted as Living Memorial

CBNNews.com Friday, May 13, 2011

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Gravestones are typically pretty simple -- a name, a date, and an epitaph. However, one Seattle company wants to bring the concept of gravestones and memorials into the 21st century.

Quiring Monuments has created what they call the Living Headstone, which contains a barcode.

When people visit a grave, they can scan the headstone's code with a smartphone. The phone will then pull up a website, allowing people to visit their loved ones pages on the Internet.

Embed: `<embed src="http://downloads.cbn.com/`

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"We can scan the barcode that quickly. And then open the browser and there is my dad's page," said one user.

"The ability to connect is going to make this whole experience not only more meaning full, but it's going to help people move through grief," said a company spokesman.

The Living Headstone only costs about \$150 more than a typical headstone.

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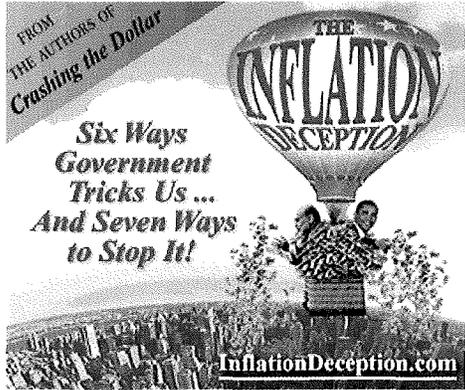


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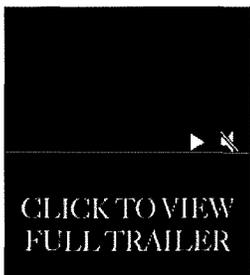
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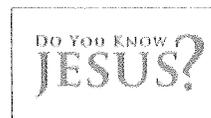
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# Technology Brings Digital Memories To Grave Sites

by BELLAMY PAILTHORP



Enlarge

Bellamy Pailthorp/KPLU

Dave Quiring Jr. inherited Quiring Monuments from his father 43 years ago. He points to the QR codes he has attached to the gravestones of his father and mother at their family plot in Seattle's Evergreen Washelli Memorial Park.

May 30, 2011 from KPLU

text size A A A

The process of burying the dead hasn't changed much over the centuries, but now their gravestones can provide a digital link to their life stories.

A Seattle-based company is creating burial markers that include a scannable, stamp-like image called a "quick read" — or QR code.

The codes can be placed on tombstones so visitors can learn more about the dearly departed, leave messages for their loved ones, and record stories for others who may visit. And all you need is a smartphone and a free app to make it work.

Death and the human desire for remembrance are the constants that have kept Quiring Monuments — run by Dave Quiring — going for three generations. Quiring is part grief counselor, part artisan, part editor.

"My job is to help people tell a story in stone, generally," he says.



Courtesy of Quiring Monuments

The QR code affixed to David Quiring Sr.'s tombstone.

Quiring inherited his role 43 years ago, when his father died. Since then, he's added bronze, glass, even stainless steel and color photographs to the materials the company uses to make modern headstones. And now he's going digital: by offering black-and-white QR codes for gravestones.

You may have seen QR codes in magazine ads. They're a little larger than a postage stamp and look a bit like a combination of a bar code and a Rorschach blot. You scan them with a free smartphone app and they bring up a website. Quiring pulls one from his shirt pocket.

A few seconds later, my smartphone begins beeping, and soon it has pulled up a sepia picture of a man in a double-breasted suit looking out at us.

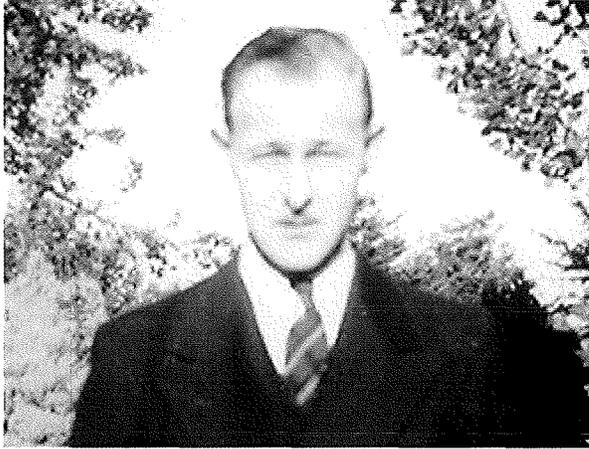
"There's my dad," Quiring says. "Look at him — quite the dapper guy back in 1930."

Quiring beams at the sight of this picture and the slideshow that follows. There's the obituary that was in the newspaper after his dad died and a scan of part of a Robert Frost poem that his wife found in his

wallet. It became David Quiring Sr.'s epitaph.

### More Than Just Monuments

We head to the veterans cemetery less than a mile up the road from the shop to visit the Quiring family's plot.



[Enlarge](#)

Courtesy of Quiring Monuments

A portrait of David Quiring Sr. This is the first image that appears when you scan the QR code at his grave. See his [QR website](#).

storytelling. That's a technology used for tracking things like library books and clothing in retail sales.

Also visiting this cemetery is 80-year-old Harry Coles. He's an army veteran, making stops at his brother's and mother's graves. He doesn't own a cell phone, much less a smart one. But he likes the demonstration of how the QR codes work at the Quiring family's graves.

From the car, Quiring — who himself served during Vietnam — looks past some blooming cherry trees. Rows and rows of uniform white monuments cover the hillside. His shop has a federal contract to make them. He'd love to see his QR code stickers added to each one.

"And then you could make a tour through there and it would be more than just a bunch of white monuments," he says. "It would be distinct lives of people who really deserve to have their story told."

It's an idea that's catching on — and not just with QR codes. A company in Phoenix has started selling tombstones with RFID tags for digital

"I'll be darned," he says. "Now that's something new!"

Coles says he's old-fashioned, so he wouldn't want anyone to buy one for him. But he thinks having one could mean a lot.

"For some people it brings back happy memories, and probably some bad memories, sorrowful memories," he says. "But, mostly, I would think, it's out of love. That's the basis for the whole thing."

And it's the vision for Quiring Monuments: using technology to help future generations connect with their past.

From Quiring Moments, an ad on how QR codes work.  
Source: YouTube

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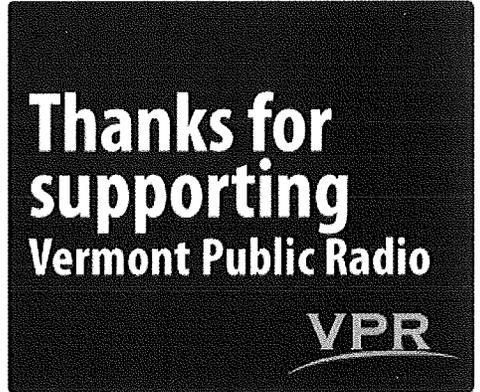
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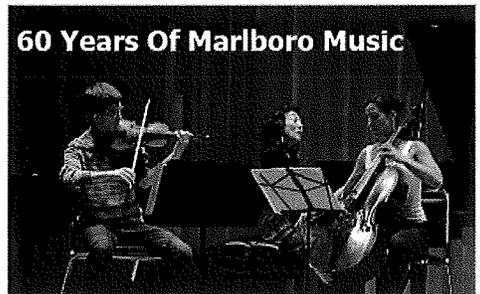
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## Technology Brings Digital Memories To Grave Sites

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Monday, 05/30/11 4:53pm - All Things Considered  
Bellamy Pailthorp

A portrait of David Quiring Sr. This is the first image that appears when you scan the QR code at his grave. See his QR website.

The process of burying the dead hasn't changed much over the centuries, but now their gravestones can provide a digital link to their life stories.

A Seattle-based company is creating burial markers that include a scannable, stamp-like image called a "quick read" — or QR code.

The codes can be placed on tombstones so visitors can learn more about the dearly departed, leave messages for their loved ones, and record stories for others who may visit. And all you need is a smartphone and a free app to make it work.

Death and the human desire for remembrance are the constants that have kept Quiring Monuments — run by Dave Quiring — going for three generations. Quiring is part grief counselor, part artisan, part editor.

"My job is to help people tell a story in stone, generally," he says.

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An independent commission found that lax oversight of contractors, poor planning and corruption have resulted in losses of "at least \$31 billion, and possibly as much as \$60 billion" during the wars in Iraq and Afghanistan. The panel also concluded that there has been a "tremendous over-reliance" on contractors by the U.S. government.

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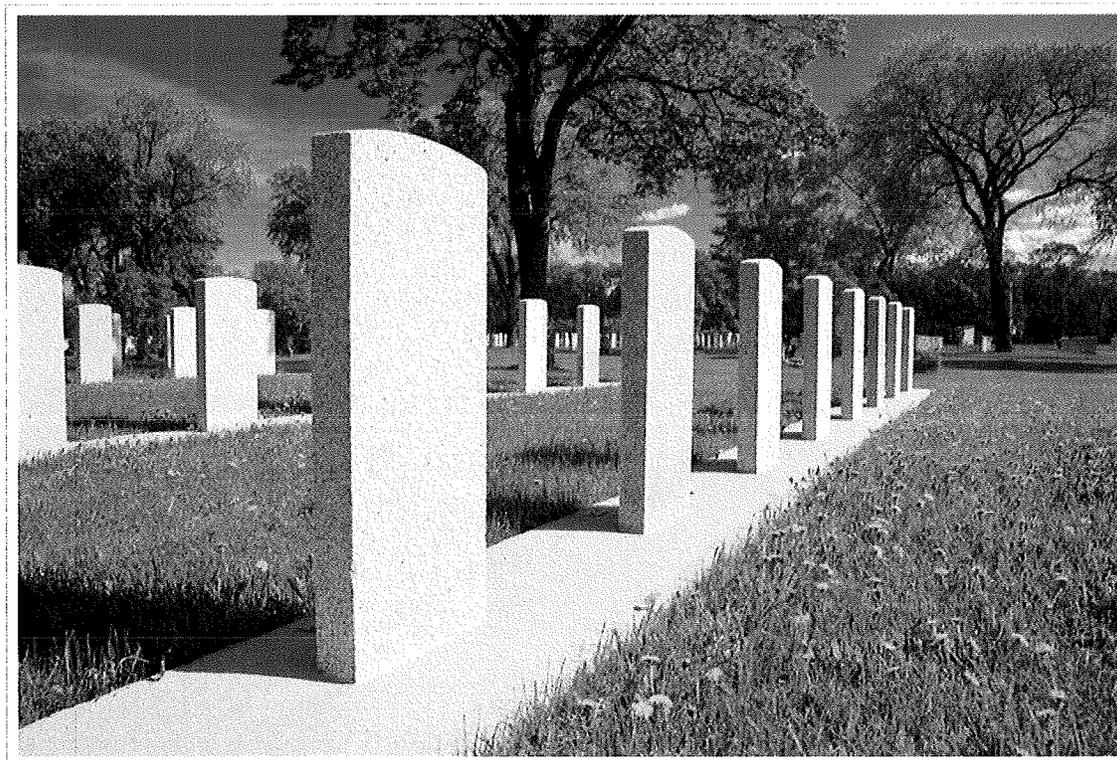
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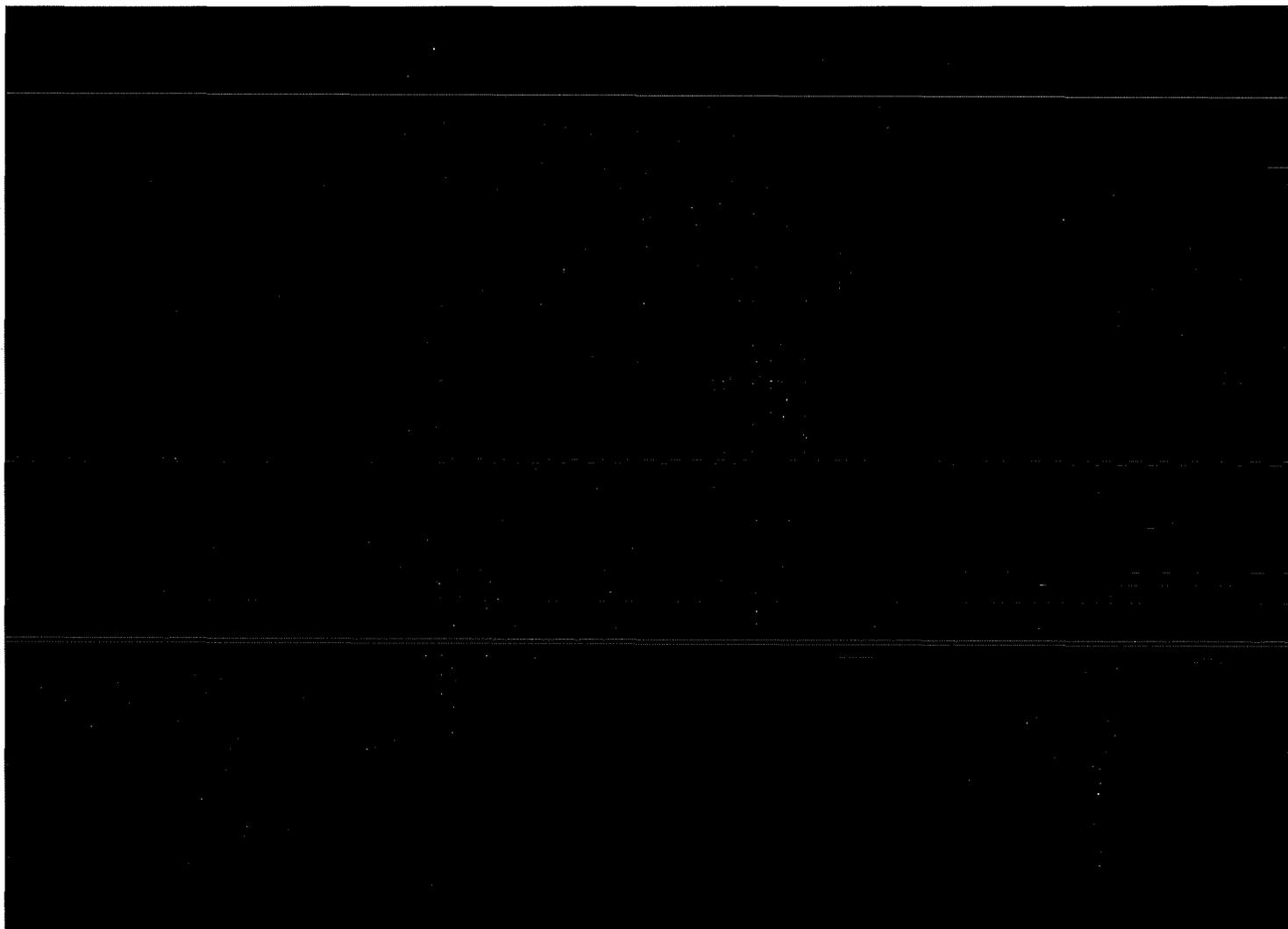
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# WATCH | "Living Headstone" TM Memorials by Quiring Monuments

5/31/11



Having been to my share of funerals or wakes over the course of my lifespan. The ideal of digital memories is an excellent way to share the memories of love ones around the world.



A Seattle-based company is creating burial markers that include a scanned, stamp-like image called a “quick read” — or QR code.

The codes can be placed on tombstones so visitors can learn more about the dearly departed, leave messages for their loved ones, and record stories for others who may visit. And all you need is a smart phone and a free app to make it work.

Death and the human desire for remembrance are the constants that have kept Quiring Monuments — run by Dave Quiring — going for three generations. Quiring is part grief counselor, part artisan, part editor.

“My job is to help people tell a story in stone, generally,” he says.



Courtesy of Quiring MonumentsThe QR code affixed to David Quiring Sr.’s tombstone.

Quiring inherited his role 43 years ago, when his father died. Since then, he’s added bronze, glass, even stainless steel and color photographs to the materials the company uses to make modern headstones. And now he’s going digital: by

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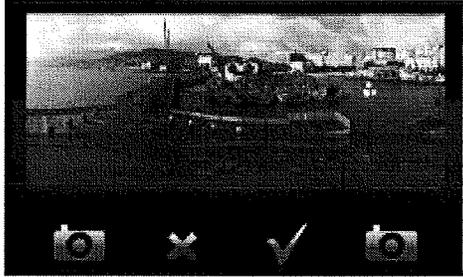
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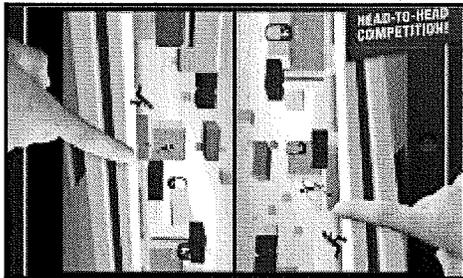
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## QR Code Tombstones Now Available Commercially



QR codes have been around for a while, and people have been using them for a wide variety of purposes, but it seems that they are now making it in the commercial sector. Believe it or not, QR codes have been used to store information on tombstones!

It used to be, though, that one might have to search long and hard for people who would make the highly specialized tombstones. If you live in Seattle, or surrounding areas, then you can prepare for your own high tech memorial by getting in touch with the company Quiring Monuments.

This company has been in the business of death and remembrance for three generations, and they are keeping up with the times – actually getting ahead of others in their sector. They are now offering burial markers that have embedded QR codes containing images and info about the deceased.

You probably have seen these QR codes in magazines and ads – squarish black and white images that somehow resemble bar codes but are quite different. QR codes can be read by any device with a reader installed. For example, if you have a reader on your phone, you simple have to scan the QR code and the information will be displayed on your screen. This info can include photos and text.



So yes, Quiring Monuments is at the forefront of things, and while the technology might not be welcomed by some who want to keep to the old traditions, I am pretty sure there are more than enough technophiles who will welcome this technology with arms wide open.

What do you think of using QR codes for your tombstone?

Via [NPR](#)

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Victor Dixon

I love the idea of being able to scan a tombstone and connecting with some rich media content such as photos, videos, recorded audio of a loved one who has passed away. What a wonderful want to connect with warm memories about the person instead of just seeing the cold, hard stone carvings of date born and date deceased.

However, I find the QR code ugly and distracting. Why not use a picture of the deceased on the tombstone that has been encoded with an invisible watermark that can be read by your smart phone just like a QR code. This would make the idea more attractive, elegant and respectful. This watermarking technology is a significant enhancement over QR codes but do that same job of linking a static image to dynamic web content through your smart phone. See [www.brandstir.com](http://www.brandstir.com) for more details.

Great innovation by Quiring Monuments to provide this type of offering!

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**john parker**

great idea. why not? can be linked to a youtube video or whatever- I would like one myself.

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### Gravestones go digital

Seattle monument company creates QR codes for headstones.

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Headstones have undergone only minor changes over the last few thousand years. Family members of those who have passed away have had the ability to engrave personal messages and photographs on a relatively wide variety of stones.

Now, the grave markers we use to memorialize our loved ones have entered the digital age.

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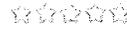
QR codes have recently become a popular advertising tool. The code is an arrangement of lines and dots that, much like a barcode, can be uniquely identified.

Quiring Monuments offers people the option to put a QR code on a headstone. When scanned by a smartphone, the code will take you to a website that memorializes and provides information about the person buried there.

"We look at it like a hyperlink in an email, where when someone comes up to the grave with a smartphone they read that and it takes them to a whole other place, another level," said Quiring Monuments' Jon Reece.

The technology isn't that expensive, either — adding a QR code to a headstone runs about \$65.

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# Gravestones go digital

## Seattle monument company creates QR codes for headstones.

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SEATTLE—

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## QR codes everywhere — even on grave markers

When Edouard Garneau died last August, his wife of 53 years ordered a bench-style tombstone.

"I go and talk with him," said Faye Garneau, who admits she isn't so sure she likes that her own name is already inscribed there, too.

That wasn't all: Several months later, the monument maker added a high-tech innovation -- a small, square image known as a quick response or QR code, affixed alongside the big letters spelling out Garneau.

The monument maker -- a friend -- was working on the code before Garneau died of cancer at age 78.

People scanning the code with their smartphones are taken to a website that includes Garneau's obituary and a photo gallery highlighting the Seattle-area businessman. They learn he was a collision auto body repair expert, a world traveler and a loving uncle. In the future, more photos and stories from family and friends can be added.

"I think it's a neat deal," Faye Garneau said. "It kind of keeps people alive a little longer, down through the generations."

### 'Free to think creatively'

The Seattle-based tombstone company is

one of many new adopters of quick response or QR codes that also includes, a Florida nature trail and a T-shirt maker.

New uses for the technology are popping up almost daily, said Shane Greenstein, a professor at Northwestern University in Evanston, Ill., who studies IT markets. That's because "the bugs are worked out" from the code, which was created in Japan in the early 1990s, Greenstein said, adding that "there's no licensing fee; there are no restrictions. Users are free to think creatively." And, they are.

In Seattle, Quiring Monuments has made code-adorned "living headstones" for about two months. It has sold about 30 so far, General Manager Jon Reece said, adding he's gotten "tons" of inquiries, often from people still very much alive: "They say, 'I want my story to be told the way I want it to be told.'"

Quiring Monuments offers the QR code, website and website hosting free to people buying new monuments from the company, Reece said, noting the company will add it to existing grave markers for \$65.

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On Sanibel Island, Fla., the J.N. "Ding" Darling National Wildlife Refuge unveiled QR code signs last month along Wildlife Drive, on which nearly 800,000 visitors a year travel by car, foot or bicycle.

"It was nice and easy," said 13-year-old Tom Garvey of Delran, N.J., who put his iPhone -- an eighth-grade graduation gift -- to use on the trail. The refuge's iNature Trail sports 10 signs, each with two QR codes -- one that pulls up videos and educational websites for adults, and another that's tailored to children.

"We wanted to find that niche to get kids outdoors and excited about nature," said refuge ranger Toni Westland. The videos feature snippets about ospreys, alligators and other creatures living along the mangrove forest-dotted estuaries of the 6,400-acre refuge.

Newspapers, including USA TODAY, use the codes to direct readers to such items as videos and photos.

**A multitude of uses**

Examples elsewhere include:

- Boulder, Colo., acoustic rock band SoundRabbit sells or hands out T-shirts with codes that take smartphones to free music downloads, said Chris Anton, band member, shirt creator and website design company co-owner.

- Lafayette, N.J.-based Fuzzy Nation, a designer and wholesaler of gifts for dog lovers, for the first time is putting QR codes on hangtags on its products sold at Macy's department stores nationwide, said Fuzzy Nation owner Jennifer Liu. The scanned code

helps people enter a contest that began July 11. It promotes pet adoption and will earn one shelter a \$10,000 stipend.

- Organizers of the Chevrolet Fireball Run Adventurally, Sept. 23-Oct. 1, say it will be the first national motoring event to use QR codes. For this year's multistate run though the South, competition cars will sport decals with codes. And, driving teams will distribute missing-child posters with codes. The scanned codes aid people with crucial information to share with the National Center for Missing & Exploited Children, said J. Sanchez, event executive producer.

- Kansas City, Mo.-based mobile tech marketing firm Kickanotch sends code-imprinted frosted graham crackers to new clients as a "thank you" and to take them to a website offering more ideas for the codes, CEO Andy Lynn said.

- Trinity Baptist Church in Lake Charles, La., is using QR codes in its bulletins and posters to encourage sign-ups for special family and youth programs, said Steven Haney, church media director.

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Real estate sales agent Marilyn Boudreaux did a double take when spying a code for the first time in the church's bulletin: "I was like, wow -- we are with the times."

Her discovery occurred shortly after the worship service began. That made the QR code a temptation, Boudreaux said, "I wanted to pull out my phone, and scan it."

Ruane also reports for The News-Press in Fort Myers, Fla.

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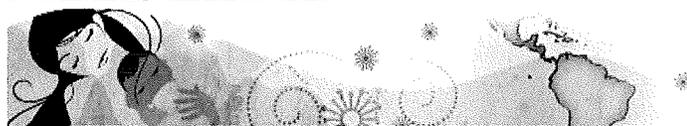
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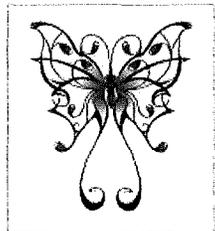
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Interesting . . . and Creepy?



Posted by LuLu54 on Aug. 2, 2011 at 10:31 AM  
Mod Lourdes-PR  
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Living Headstones Connect Your Phone to the Deceased

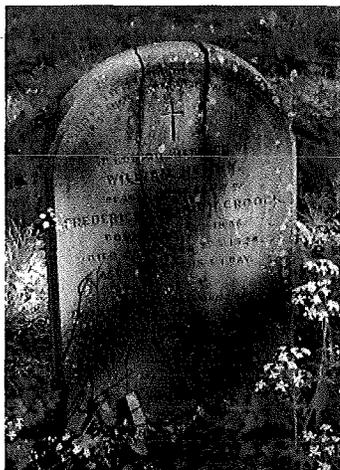
Posted by Linda Sharps

on August 1, 2011 at 12:22 PM

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I've always loved cemeteries, especially old ones that are filled with traditional standing headstones instead of the modern flat variety. They're a perfect place to wander and take photographs, or just sit and enjoy the peaceful surroundings. I'm particularly drawn to family plots, with their cluster of shared surnames, and usually find myself wondering what sorts of stories are lying beneath the earth.

If the "living headstone" trend started by Quiring Monuments takes off, it might become easy for me to find out. Apparently, all I'll have to do is wave my phone over the headstone. \*makes weird ghostly noises\* Quiring Monuments "blends the timeless traditional value of granite headstones with the newest technology available" by adding a QR (quick-response) code to a loved one's headstone. You've probably seen these postage-stamp-sized QR barcodes in magazine ads, business cards, and storefronts lately; they can be



scanned by a smartphone, often in order to direct the viewer to a specific website.

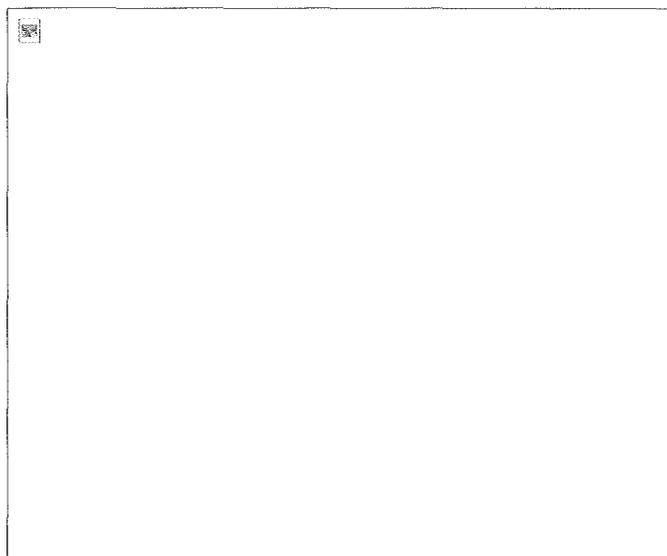
If you scan one of Quiring's living monument codes, you'll be taken to a web page that has information about the deceased. Basically, it's a page maintained by Quiring that allows loved ones to add an obituary, family history, photos, comments by friends and relatives, etc., with the option of password-protecting the whole thing.

It's not a bad deal (for \$65, you get one Living Headstone code link and a five-year subscription to the Living Headstone personal web page) and I like the idea of being able to see more about the person than just their name and lifespan. However, I'm a little skeptical about the longevity of this technology—is anyone *really* going to be using QR codes in five or twenty years? Anyone remember the other super-popular barcode fad, the CueCat? No?

Plus, what if the company goes out of business? Instead of all that lovely information about me, my Living Memorial page might just say

"404: FILE NOT FOUND." Sad trumpet.

Still, points for creativity. Personally, I'm holding out for the 3D headstone that plays a creepy video montage whenever someone walks nearby, but until then, the QR concept is pretty neat.



What do you think about these "living headstones"? Would you buy one for a loved one?

Posted by LuLu5J on Aug. 2, 2011 at 10:31 AM

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by LuLu5J Mod Lourdes-PR on Aug. 2, 2011 at 10:32 AM

*But seriously I think I really like this idea. It's such a great way to keep a memorial of your loved one.*



by kgmmw Mod Kimberly-US/Mex on Aug. 2, 2011 at 10:35 AM

to me thats creepyyyyyyyyyyyyyyyyyyyyyyyy

by LMJ1 Lluvía - Mexicana on Aug. 2, 2011 at 11:27 AM

by momma\_814 Mod Zayra-Mexicana on Aug. 2, 2011 at 11:30 AM

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Sure. Why not?

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It's neat but not for me at the moment.



by HeartCharmMama Mod Ing-Pura Latina on Aug. 2, 2011 at 4:18 PM

I wouldn't buy one for my loved one. Might as well spend the money for a worthy cause in their name or do a special memorial.

I wouldn't want a bunch of strangers knowing info about my deceased family member.

And what if the family member puts false info????



by LuLu5J Mod Lourdes-PR on Aug. 2, 2011 at 4:24 PM

*I was thinking about that too idk how they would monitor that.*

Quoting HeartCharmMama:

*I wouldn't buy one for my loved one. Might as well spend the money for a worthy cause in their name or do a special memorial. I wouldn't want a bunch of strangers knowing info about my deceased family member.*

*And what if the family member puts false info????*

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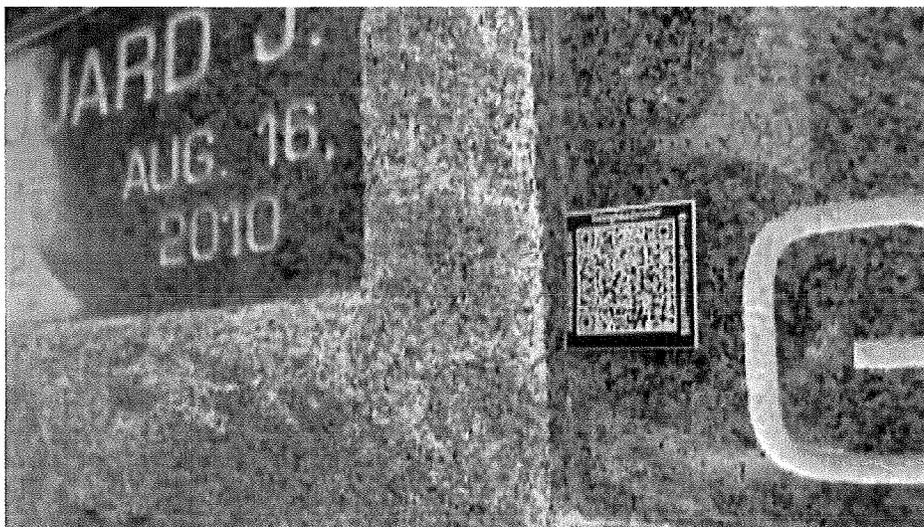
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## Smartphone, meet headstone: Seattle company offers digital epitaphs



by OWEN LEI / KING 5 News

NWCN.com

Posted on August 5, 2011 at 4:09 PM

Updated Friday, Aug 5 at 6:01 PM

SEATTLE -- Using technology better known for restaurant and hotel reviews, a local monument company is offering a new option to extend your epitaph to the cloud.

At least, the virtual one.

"Everybody has a story, and everybody is important in this world, and everybody accomplishes something," said Faye Garneau. "Wouldn't it be interesting to find that [story] out? I don't know about you but every time I go to the cemetery I'm always kind of curious."

Faye spends once a week sitting on a bench, overlooking a lake from Holy Rood Cemetery in Seattle. This is where she visits with her husband, Eduoard, who died of cancer in August 16, 2010.

"I can sit up on the hill, look at the view and tell him all he's missing," Garneau said.

While a name and a lifespan etched in stone can only tell you so much about Ed's life, a little square called a QR code, affixed to his grave marker, can tell you much more.

It can tell you Garneau "received worldwide respect for his development of collision repair methods for heavily damaged automobiles," including by General Motors.

It can also show you his travels around the world with Faye, his love of flying and his hobby, glacier climbing. And don't forget his best friends, his dogs.

"You just click on there, and you can find out about them," Faye said.

With a smart phone and a bar code scanning app, one needs only to hold up their camera to get a link to Edouard's online obituary, completely with biography and photo album.

It's a 21st century twist on the millenia-old grave marker, and Seattle's Quiring Monuments is the one now offering it.

Owner David Quiring said they laser-etch the emblems on a printable metallic surface, then use a special epoxy to attach the QR codes to the headstone.

The result, in the case of the Garneaus, is a lasting link to memories of 53 years of marriage, which friends, family and historians without smartphones can also access with just a traditional web browser.

"Now we can connect and see not that someone has died, but how someone lived," Quiring said.

Quiring has already created QR codes for both his parents, as well as six veterans who were Medal of Honor recipients, now buried at Washelli-Evergreen Cemetery in Seattle.

In the two months since they started etching QR codes, Quiring said his company has created about 80 of them for buyers around the country. He said his company offers them free to those ordering headstones from him, and \$65 for those who want to purchase a QR code separately.

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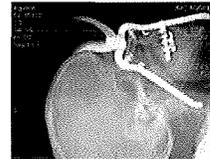
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# Headstones become interactive with new app

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Published On Tue May 31 2011

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In a video capture from a Quiring Monuments ad, a person uses a smartphone to scan a QR code on a headstone.

Jenni Dunning  
Toronto Star

Recommend

In an effort to better relate to a younger generation, a U.S.-based headstone manufacturer has created new burial markers so visitors can learn more about the deceased and leave messages for them.

All it takes is a smartphone or mobile device and a free app.

Seattle-based Quiring Monuments lasers QR — or “quick read” — codes on black plastic and copper stickers. The code looks like a square barcode.

They are then stuck on the monument.

After scanning the code on a smartphone or an app on a mobile device, like an iPad, visitors are redirected to a website built by the person’s family.

Each site can be personalized with memories, comments from friends, pictures, videos, family history and a map to the grave’s exact location.

“It’s a way to tie together the old way of memorializing with granite headstones and the new trend of social networking, which is how a lot of people are grieving now,” Jon Reece, general manager of Quiring Monuments, told the *Star*.

He points to Facebook, where young people create memorial pages for dead loved ones, which often include photos and shared memories.

“The younger generation ... they are so technologically savvy ... that trying to find something that relates to them and get their attention is really what we’re looking at,” he said.

Quiring Monuments introduced the new technology for its headstones last month and 15 to

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20 families are already using the feature, he said, adding law enforcement groups have expressed interest in using the technology for large monuments.

The company plans to include QR codes in every headstone purchase, but they are optional to use, Reece said. Sold separately, the code sticker costs \$65 to \$150 and can be mailed anywhere in the world.

By using stickers, the company can easily replace the codes as technology changes.

Quiring Monuments has used stained glass, granite, ceramic and colour photos in its designs, but it has been trying to integrate technology for the past five years, Reece said.

It has used Vidstone, a solar-powered video screen that can be mounted on a monument and plays a pre-recorded message.

But Reece said he thinks QR codes will catch on and stick around much longer. He said he hopes one day every cemetery will have the stickers.

"The consumer trends are changing so much. If it does evolve, we can change with it," he said. "We'll see what's next but for now this should keep us busy for a while."



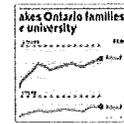
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