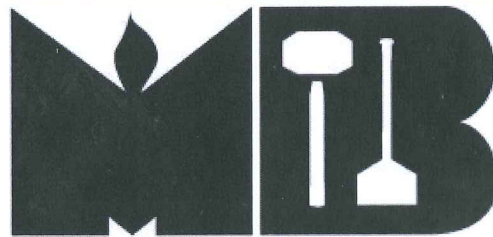




2012 ASPIRE AWARD APPLICATION

MONUMENT BUILDERS



OF NORTH AMERICA

USING A SMART PHONE OR TABLET DEVICE, SCAN THE REMCONNECT QR CODES BELOW:

1) CBC News Story

"Regina firm putting QR codes on tombstones"

Feb. 23, 2012



2) Youtube video explaining what Remconnect is:



3) Youtube video created by Remco in the summer of 2012. The video is an overview of the process of buying a monument, which includes an explanation/demonstration of Remconnect.



In December of 2011, Remco Memorials introduced Remconnect- a quick response (QR) code which is attached to cemetery memorials. When scanned with a smart phone or tablet device, the Remconnect QR code will link to the memorial web page of the family's choice (such as a funeral home's obituary page or facebook memorial page). The code is made of a heavy-duty adhesive vinyl and retails for \$75.

Upon the launch of Remconnect, Remco sent out a press release to the Regina Leader-Post, who picked up the story. On December 8, 2011, Emma Graney's Leader-Post article was published in Regina and picked up across Canada by all other CanWest Media affiliated newspapers including the following well-known publications:

- The Regina Leader-Post
- The Calgary Herald
- The Winnipeg Free Press
- The Saskatoon Star-Phoenix
- The Edmonton Journal
- The Ottawa Citizen
- The Montreal Gazette
- The Windsor Star
- The Vancouver Sun

The publicity garnered from this story was easily the most Remco has ever received in the 88-year history of the company... but it didn't stop there. Requests for interviews continued to come from across Canada. Over the course of 2012, Remco was interviewed about Remconnect by the following well-known TV & radio stations:

- CBC Television-Saskatchewan
- Global National News
- NewsTalk 980 Radio (Regina)

The several newspaper, TV and radio stories about Remconnect were featured in blogs and technology websites across North America and as far away as Australia!

To promote Remconnect, brochures and point of purchase display materials were created and a promotion was run off of the Remco website for a free Remconnect code with any purchase over \$300. Despite the enormous amount of publicity, sales of Remconnect codes have yet to become significant. However, the positive public response towards Remco and the monument profession as a whole, has increased public awareness about cemetery monuments in Canada. Furthermore, Remco strongly believes that the concept will gain in popularity in the coming years, as more clientele become educated about this relatively new technology.

It has been a very exciting year at Remco and it is with great pride that I submit this application on behalf of Remco Memorials Ltd for the 2012 Monument Builders of North America Aspire Award.

Sincerely,

Adam Reeson, Remco Memorials Ltd.

A handwritten signature in blue ink, appearing to read "Adam Reeson".

REMConnect

Today's smart phones and tablets can link directly to a specific web site by scanning a Quick Response (QR) code. Remco Memorials has utilized this latest technology to allow access to an interactive memorial tribute to your loved one...right in the cemetery.



REMConnect 



REMConnect

Where Technology Meets Tradition



As seen in:



LEADER-POST



CALGARY HERALD



The Gazette

THE WINDSOR STAR



EDMONTON JOURNAL

Winnipeg Free Press

THE VANCOUVER SUN

The StarPhoenix

REMCO
MEMORIALS LTD

HEAD OFFICE
REGINA, SK

611 - 6th Avenue E. S4N 5A3

Phone: (306) 569-0621

Fax: (306) 522-9449

For location and contact information of
the Memorialization Centre or
Authorized Memorial Counsellor
nearest you, visit our website at:

www.remco-memorials.ca

or find us on facebook @

www.facebook.com/remcomemorials



Authorized Representative

The Remconnect QR code can
be installed on any memorial
and linked directly to the funeral
home's web site where the life of
your loved one is being
remembered and celebrated.

We invite you to experience
Remconnect technology by
scanning the QR code to the left
or, for more information, contact
Remco Memorials

Where Technology Meets Tradition

REMCOconnect



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Top five weirdest places you'll find a QR code

By Teri Floyd | The Right Click - Sat, 10 Dec, 2011

It seems like we see QR codes everywhere: on bus ads, fast food wrappers and
product packaging. One of my personal favourite uses was on a box of
Christmas lights that linked to a video showing what the lights actually looked
like in action.



QR, or quick-read codes, were originally created by the automotive industry as a
way to quickly read information about auto parts. Because of their simplicity,
they can be placed just about anywhere, which has led to some strange uses of
the QR codes where you wouldn't expect it. Here are the top five weird uses
we've seen QR codes being used. If you have some of your own, Yahoo!
readers, please add them in the comments below!

1. Gravesites

Want to let people learn more about your loved one when they visit his or her gravesite? By adding a QR code to the
headstone, let visitors see photos, videos, and biographies of the person at that eternal resting place. The quirky practice
started out in Japan, where you can find QR codes just about everywhere, but a Regina company has taken up the practice
and is introducing QR codes onto their memorials, too.

2. Virtual grocery store

If you find yourself too busy to visit the grocery store, or feel like you're wasting time, Tesco Home Plus in Korea has a
solution. In order to be more competitive in the grocery market without getting more retail space, Tesco introduced the
virtual grocery store. Subway riders can walk up to virtual shelves on boards in stations and scan the QR code below the
picture of the product they wish to purchase. Once the users have finished compiling their shopping list, they pay via
phones, and the groceries are delivered to their homes.

3. As a tattoo

Not just any tattoo, mind you. Tattoo artist K.A.R.L. created what he calls (and probably is) the first-ever animated tattoo.
He created a design for his willing victim that had a QR code carefully incorporated into it, and live-streamed the tattooing
process online. Watch this video to see what happens when he uses a QR code reader on his iPhone to read the tattoo:

4. Airport bathrooms

Certain bloggers out there are adamant that QR codes just don't belong in a bathroom. After all, the implications of
handling a cell phone in the lavatory are unpleasant, to say the least. But an airport in Phoenix, Arizona, is using them in its
facilities as a way to keep things cleaner.

"You scan the QR code and it texts someone in our facilities staff and then they send a cleaning crew over," said Julie
Rodriguez, public information officer for the Sky Harbour International Airport in an ABC15 story.

5. In place of banned art

When Fredericton city hall asked artist Jeff Crawford if he had any 'non-nude' art to display, it probably wasn't expecting a
QR code in response. The photographer was given the opportunity to display one of his works as a part of the Fredericton
Arts Alliance's Artists-in-Residence program. He was asked for a replacement piece, however, when his portrait of a
woman lying in a stream with a breast exposed was deemed inappropriate. He cleverly got around organizers' discomfort
with having nudity displayed in city hall by creating a QR code instead. When visitors scan the code, they can see the
original art piece displayed on their phones.

(Reuters Photo)

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Regina Votes 2012

LIVE COVERAGE: Beef recall: Everything you need to know about E.coli

Sask. gets smart graves

New technology allows the departed and their loved ones to attach internet links to head stones through images

Reported by **Samantha Maciag**

Change text size: + -

First Posted: Dec 12, 2011 12:45pm | Last Updated: Dec 12, 2011 3:10pm

Tombstones aren't typically targets of technology, but now Remco Memorials in Regina is aiming to bring smartphone innovations to the cemetery.

The funeral company is putting images called Q-R codes onto head stones, which when scanned with a smart phone will take you to a specific part of a website, such as a memorial text or video message, or even a facebook page filled with memories like family events.

Remco president Dave Reeson said it's not just for young people.

"A 70-year-old gentlemen came into our Regina show room about a week ago, and [he] knew all about Q-R tags," he said.

"It's kind of cool when you think about the possibility."

The codes currently go for \$75 and are guaranteed for ten years.

Edited by News Talk Radio's Jared Knoll.

General Saskatchewan

[Give feedback on this story](#)

Regina firm putting QR codes on tombstones

[CBC News](#)

Posted: Feb 23, 2012 9:01 AM CST

Last Updated: Feb 23, 2012 8:53 AM CST

A Regina company is bringing tombstones into the internet age with digital barcodes.

For a fee, Remco Memorials will put a QR (quick response) code on a loved one's headstone.

The codes can be scanned with a smart phone, which then connects people with an online obituary, where they can see pictures and videos or a Facebook tribute page.



Here's a closeup of a QR (quick response) code. (CBC)

"People that I've talked to think it's really cool," said Remco spokesman Adam Reeson.

"It will start to change younger people's views on memorialization."

The sticker is made of vinyl and costs \$75.

Family members can remove it from the headstone at a later date if they want.

Tombstones now come with QR codes, so you can go online to learn more about the deceased. What do you think? (Poll Closed)

It's a neat idea. (418 votes) 61.47%

It's a bit creepy. (262 votes) 38.53%

Total Votes: 680

Gravestones linked to web offer new level of meaning

February 25, 2012 - 5:31am BY JAMES KELLER THE CANADIAN PRESS

Barcode offers visitors more info



A Regina company is putting a high-tech spin on the ancient gravestone, adding special barcodes that visitors can scan with their smartphones to see digital obituaries. (Remco Memorials Ltd.)

VANCOUVER — If you visit Edouard Garneau's grave in Seattle, you'll see the usual bits of information etched into his bench-style headstone — his name, when he was born, and the date that he died last August at the age of 78.

And you'll also find a small square barcode, known as a QR code, next to his name. Scan it with a smartphone, and you'll be taken to a detailed online obituary and a photo gallery featuring Garneau, his family and even a picture of him posing with talk show host Jay Leno.

"I just think it's a wonderful thing when someone who knows Ed goes on there — it brings someone who's gone a little closer," says his 76-year-old wife, Faye Garneau.

"I'm going to have one when I go, only I'm going to write it before I go," she adds with a laugh, "so I can get everything I want c it."

Gravestones are the latest use for QR codes, complex barcodes that can link smartphones with the web.

The Seattle-based company that produced Garneau's grave marker made headlines last year for becoming one of the first in North America to offer the technology, and now a Canadian company has become what it believes is the first in this country to follow suit.

Remco Memorials, based in Regina with offices across Western Canada, introduced its QR code system in December, offering to print the barcodes onto rugged vinyl stickers and attaching them to grave markers.

Once scanned with a compatible smartphone, a visitor is taken to either an online obituary hosted by Remco or another websit such as a memorial Facebook page.

Company president Dave Reeson says he hasn't sold any of the QR code headstones yet — the frozen ground of Western Canadian winters means many people wait until the spring to purchase grave markers — but he says there's been considerabl interest from people searching for a unique way to memorialize their loved ones.

"There's only so much you can say on a cemetery monument; you can say so much more using this technology," says Reeson

"What has tweaked the interest of our consumers is that we're taking a fairly traditional profession and we're using the leading-edge technology to add something to it."

Remco's QR codes add \$75 to the cost of a grave marker, which can run anywhere from a few hundred dollars to many thousands.

As with most forms of technology, Reeson knows the QR code, the websites they link to and the phones that scan them likely won't be around forever — a problem he's addressed by making the barcodes removable.

"It was part of our thought process, and I would say the application of QR code technology may only be with us for a period of years," says Reeson.

"The temporary nature of the technology drove us to use vinyl, as opposed to permanently engraving that QR code in the granite."

Technology has been making its way into the grieving process, with online obituaries and memorial websites now common.

Some cemeteries offer smartphone apps with databases of graves and maps to find them.

Others allow users to plot their family member's grave using GPS technology and then share the location with others.

For David Quiring, whose company Quiring Monuments made Edouard Garneau's QR-enabled headstone, incorporating the web into how people remember the dead opens up a world of possibilities, whether it's through QR codes or whatever technology replaces them.

"Who's to say how long QR codes will be around? But there will be other ways to connect with information on the web for many years," says Quiring.

"We're putting stuff on that website that we couldn't possibly carve on the monument.

"It's much more robust memorialization than we've ever been able to do."

About the Author »

By **JAMES KELLER** *The Canadian Press*

Commenting Policy [http://thechronicleherald.ca/\(node/546\)](http://thechronicleherald.ca/(node/546))

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LIVE COVERAGE: Beef recall: Everything you need to know about E.coli

TUESDAY, FEB. 28, 2012

Show date:

Tue, 2012-02-28 (All day)

3:00 p.m. 20 years later and the GST is still plagued with problems. That's according to recent studies commissioned by The School of Public Policy. Noted economist Dr. Jack Mintz explains why he believes the GST is one of the most inefficient value-added taxes in the developed world.

3:30 p.m. Canada's former chief electoral officer says recent allegations of "robocalling" are unprecedented in the country's electoral history. Jean-Pierre Kingsley joins Richard and Bronwyn.

4:00 p.m. Regina-based Remco Memorials is bringing tombstones into the internet age with digital barcodes. Adam Reeson explains what these QR codes will allow you to access.

4:30 p.m. Round Table - Sarah Mills joins Richard and Bronwyn on the roundtable.

5:00 p.m. Criticism surrounding the GST continues, 20 years after it's implementation. A renowned economist explains why "it needs to be fixed."

5:30 p.m. Regina Hockey is teaching parents a lesson by making them take the "Respect in Sport" course. Wayne McNeil, co-founder of Respect Group Inc., believes parents must take this course before their kids are allowed to play.

Richard Brown

Death...and more

News, information, products and services for funerals, memorials, and cremation.

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Friday, March 16, 2012

Death Goes High Tech

If all goes according to plan for Remco Memorials, cemeteries will soon be new technology hubs.

In a first for Saskatchewan, possibly Canada, the Regina company has introduced QR (quick response) codes onto their memorials. That means when family or friends visit a grave, they will be able to scan the code on their smartphones and bring up the dearly departed's online obituary.



Dave Quiring scans a QR code on the grave marker

Remco president Dave Reeson got the idea from a Seattle-based memorial company and figured he'd give it a try in Regina.

"Memorials are getting more and more personalized with photographs, symbols, all kinds of things," he explained. "They tend to reflect in some way the life of the deceased, such as their hobbies, work, family connections."

That story, he said, can be added to through the use of QR codes — bar codes which, when scanned through a mobile device, will direct the user to a website.

"A lot of funeral homes already have obituaries online," Reeson said. "If you can go directly to an obituary, it tells an even more in-depth story."

The process is simple: For a \$75 charge, a unique QR code is printed on a small square of plastic, which is guaranteed for 10 years, then affixed to the headstone.

The idea is that over time, families will be able to add to an obituary, building on the life of the deceased through photographs and stories.

"That already happens in some cases, where families get a password they can use to access an online obituary to make changes, add to it, whatever they want to do."

It may seem macabre, but Reeson says there has already been a positive response to the week-old pilot project.

"We had a 70-year-old gentleman into the showroom who said, to use his words, 'that's really cool,'" he said.

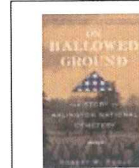
"He knew all about QR codes and was intrigued by the possibility of having one on a gravestone.

"It really changes what a memorial is about, and it's really exciting to be a part of this new technology."

While a grieving family might not be too sure about their loved one's wishes when it comes to a QR code, Reeson says more and more people are pre-planning their memorials.

"That's a big part of this," he said. "And if they would prefer to link to a more personalized site, like a Facebook page, they can do that as well."

Featured Book of the Month



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There is always death and taxes; however, death doesn't get worse every year. ~Author Unknown

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"I don't mind dying, I just don't want to be there when it happens". ~ Woody Allen

In the U.S. the idea of having a bar-coded grave isn't totally out of the ordinary, with companies such as Quiring Monuments in Seattle implementing the system back in May and dubbing it the Living Memorial.

But in Canada, Reeson said he hasn't heard of anyone else doing it.

So who does he think will go for a little black and white QR code on their grave?

"We're targeting everyone," Reeson said.

"I think older folks are less likely to be up to speed with this newer technology, but then people aged 50 to 70 who're planning their own monuments are more and more Internet savvy, so you never know."

SOURCE: <http://www.montrealgazette.com/technology/Life+stories+going+digital+memorials+death/5832670/story.html>

Posted by Priyanka at 2:59 PM

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Financial Planning & Retirement

Dying Rich The Do-It-Yourself Divorce Trend Continues, with a Record Number of Litigants Handling their Own Divorce Cases during the First Quarter of 2012 - The do-it-yourself divorce trend shows no sign of slowing, and that is probably good news for everyone except divorce lawyers. According to statistics re...

Some people are so afraid to die that they never begin to live. ~Henry Van Dyke

"Death leaves a heartache no one can heal, love leaves a memory no one can steal". ~From a headstone in Ireland

"The risk of love is loss, and the price of loss is grief -- But the pain of grief is only a shadow when compared with the

Labels

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Crack the (QR) Code

Baffled by those graphic stamps on everything these days? They're called QR codes and for smartphone users, they lead the way through a maze of products and services,

BY PATRICK LANGSTON, OTTAWA CITIZEN AUGUST 31, 2012



Photograph by: ., Fotolia

They look a bit like a miniature maze and, properly done, can be almost as much fun to navigate as a real-life labyrinth. QR — Quick Response — codes are those little squares of white spaces and dizzying graphic patterns that are popping up in newspaper and magazine advertisements, on consumer products and T-shirts, and even in restaurant windows.

Developed by the automotive industry to track vehicles during manufacturing and invading the consumer market for the past few years, they are a kind of hyperactive barcode.

Scan one with a smartphone and onto your screen pops everything from promotions, coupons and contests to links for online shopping or a video showing you how to install or use a product.

The codes are "all about mobility opportunities," says Jeff Jacobson, founder of mobilityexperience.com, which provides QR services to a range of businesses and other clients.

Example: After the earthquake in Japan in 2011, Jacobson designed fundraising posters for the Red Cross that included a QR code; passersby scanned the code to make an on-the-spot donation using a credit card and their mobile device.

More recently, he created a QR code for Ottawa's Yummy Sushi restaurant in Chinatown. Located on the restaurant's front window and elsewhere, the code allows phone users to scan the menu, check out promotions, make reservations and even access GPS-linked directions.

Creating a QR code is easy," says Jacobson. "The problem is (clients) don't use it properly." If a QR code just takes you to a static website that you could have accessed anyway, what's the point? To provide an extra kick, the code needs to offer something special, he says.

The QR code for Ontario's Peller Estates winery is just one example. Scan it and you get tasting notes, food pairings and the story of how icewine is made.

The company's code is in five languages, including Chinese and Japanese. Why? Because Peller sells

many icewines in airport stores where its codes specifically target Asian tourists who are apparently fascinated by the specialty Canadian product and more accustomed to using QRs than we are.

The housing industry is also catching on. Ottawa's Richcraft Homes has peppered its design centre with them. Home buyers visiting the centre can scan codes that, downloaded at home, lead them to photos and product numbers for everything on site — from kitchen faucets to door styles.

"The idea is that you can do all your (preliminary) selections at home for when you actually meet with a designer," says Shawn Bellman, Richcraft's marketing manager.

When the builder's new downtown condo project Edge launches this month, QR codes will emblazon signage and advertising. The codes will link to a video about the site, Bellman says.

On a more serious note, Gatineau police investigating the 2011 murder of Valerie Leblanc, whose body was found behind the CEGEP de l'Outaouais, have created a QR code to help them find a key witness to the incident. The code leads to a computer-generated image of a man who police say has information about the murder.

It's hard to say just how effective or pervasive QR codes are as marketing and purchasing tools.

In the United States, 20.1 million consumers used smartphones to scan codes in the three-month period ending October 2011, according to the digital monitoring firm Comscore.

But when I toured a local mall recently looking for QR codes, I had to explain what they were to many of the salespeople and had trouble finding coded products on store shelves.

As well, a story in the Calgary Herald earlier this year reported that false codes are being stuck over real ones on posters and advertisements. Scan them and harmful viruses or worms attack your smartphone.

Still, with creative minds at work, QR codes could have a bright future.

Earlier this year, the online health and beauty retailer Well.ca launched a pop-up store in a Toronto subway.

Eye-grabbing photos of products on drugstore-like shelves included QR codes that let passersby order on the spot for home delivery. The company said the campaign was a roaring success.

The codes have even hit the cemetery business. Remco Memorials in Regina, Sask. offers QR codes on headstones. The codes link to obituaries, Facebook pages or family photos. President Dave Reeson terms it "leading edge technology in a very traditional profession."

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LISTEN LIVE

Regina Votes 2012

LIVE COVERAGE: Beef recall: Everything you need to know about E.coli

Show Notes

Thursday December 15, 2011

6:15am Facebook is offering online crisis counseling through a chat service to people who express suicidal thoughts. Donna Bowyer is a suicide prevention trainer with Friends for Life in Saskatchewan, she joins Andrew to talk about why anonymous hotlines and multimedia resources are helpful but you have to be cautious directing people with suicidal thoughts online.

6:45am From 'Miracle on 34th Street' to 'Home Alone' and 'Elf' holiday family movies have a timeless quality - but do any of the new movies measure up? Why do we love certain Christmas movies and why do some have staying power and others don't.

7:15am John Gormley and Andrew discuss the stories that matter to you.

7:45am Barbara Walters Most Fascinating People of 2011 airs Wednesday night - this year her list includes the Kardashian family and Donald Trump. CJME web producer Sabeen Ahmed and Sean Dean join Andrew to review the list and what it says about our society. Why are we so 'fascinated' by reality tv and rich celebrities?

8:15am 27 people involved in the Vancouver Stanley Cup riots are finally facing the consequences of their actions in a series of court hearings this week. Vancouver based reporter joins Andrew to talk about the charges the rioters are facing and who they are.

Wednesday December 14, 2011

6:15am Canadians are having less sex due to a lack of spontaneity and a lot of excuses according to a new poll. Andrew talks to Canadian sex therapist Dr. Laurie Betito about the best ways couples can improve their sex lives.

6:45am Make a smart choice and don't drink and drive this holiday season. Andrew talks about the annual 'Ding in the New Year' program with Regina Transit.

7:15am John Gormley and Andrew talk about the hot stories in the news today.

7:45am Sidney Crosby is out of the game again after suffering concussion symptoms. Jamie Nye joins Andrew to talk about the public pressure on hockey players to stay in the game regardless of injuries. Plus - will the media frenzy over the dangers of concussions help or hurt the sport?

8:15am Sheldon Kennedy is urging a US Senate committee on child sexual abuse to empower anyone who suspects sexual abuse to speak out. Andrew talks to Canadian Press Reporter Lee-Anne Goodman in Washington about Kennedy's testimony and what impact it will have on the congressional hearing over the Penn State sex abuse scandal.

Tuesday December 13, 2011

6:15am Christmas Party and Family Gathering 'Faux Pas'. Louise Fox the Etiquette Lady joins the show to teach you how to avoid awkward and embarrassing moments at holiday gatherings.

6:45am A Regina-based memorial company is offering digital QR codes with links to online obituaries and video messages on gravestones. Dave Reeson with Remco Memorials joins Andrew to explain why the most traditional memorials are becoming technology savvy.

7:15am John Gormley joins Andrew to talk about the most interesting stories of the day.

QR codes set for cemeteries

EMMA GRANEY
LEADER-POST

It all goes according to plan for Remco Memorials, cemeteries will soon be the new technology hubs.

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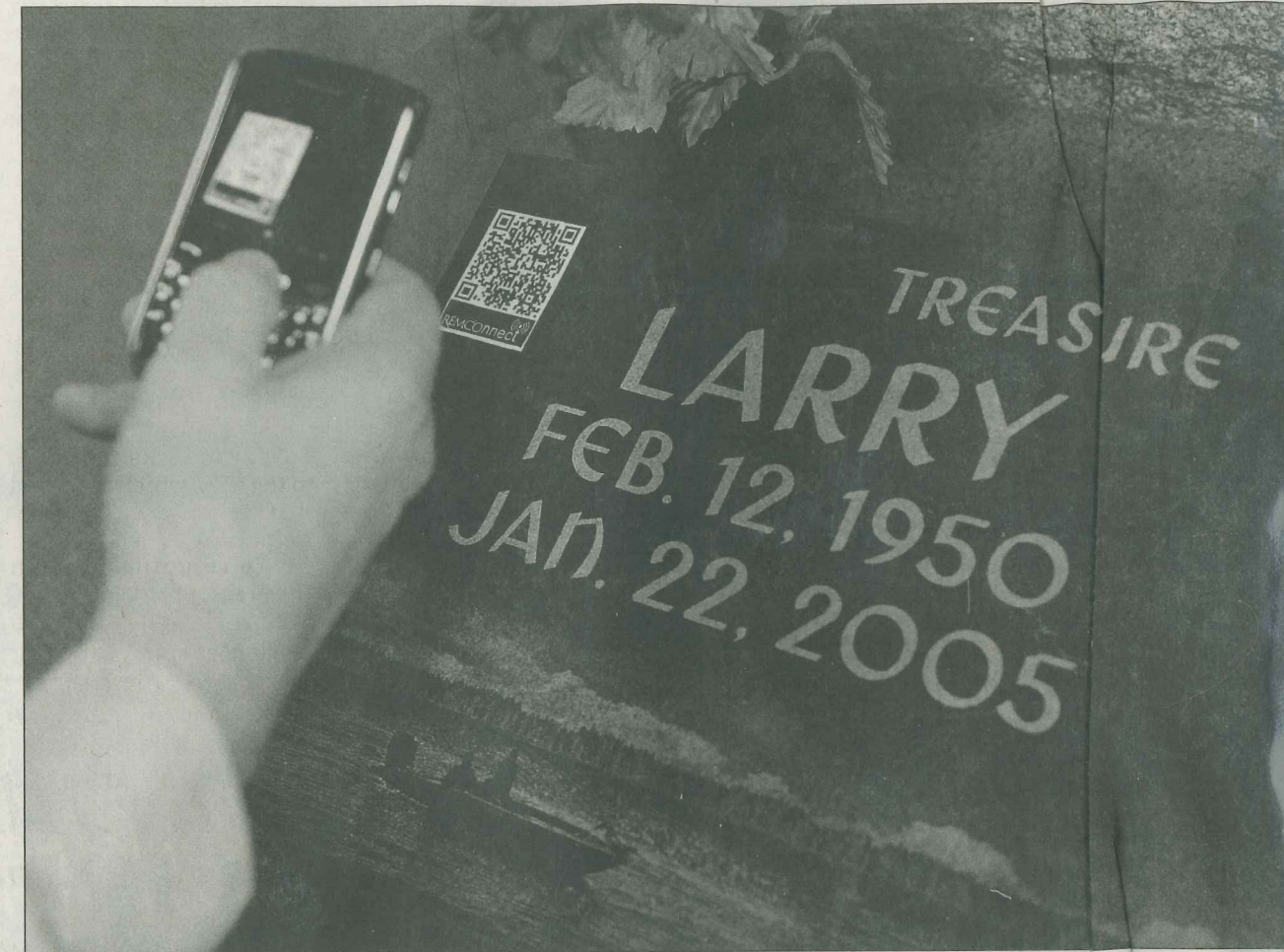
That story, he said, can be added to through the use of QR codes — bar codes which, when scanned through a mobile device, will direct the user to a website.

"A lot of funeral homes already have obituaries online," Reeson said.

"If you can go directly to an obituary, it tells an even more in-depth story."

The process is simple: There's a \$75 charge, a unique QR code is printed on a small square of plastic, which is guaranteed for 10 years, then affixed to the headstone.

The idea is that over time,



BOY REECE/Leader-Post

Richard Tubman, of Remco Memorials, uses his BlackBerry on Thursday to scan a QR code that allows smart phones or tablets to connect with an interactive memorial tribute.

families will be able to add to an obituary, building on the life of the deceased through photographs and stories.

"That already happens in some cases, where families get a password they can use to access an online obituary to make changes, add to it, whatever they want to do."

It may seem macabre, but Reeson says there has already been a positive response to the week-old pilot project.

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who said, to use his words, 'that's really cool,'" he said.

"He knew all about QR codes and was intrigued by the possibility of having one on a gravestone.

"It really changes what a memorial is about, and it's really exciting to be a part of this new technology."

While a grieving family might not be too sure about their loved one's wishes when it comes to a QR code, Reeson says more and more people are pre-planning their memorials.

"That's a big part of this," he said.

"And if they would prefer to link to a more personalized site, like a Facebook page, they can do that as well."

In the States the idea of having a bar-coded grave isn't totally out of the ordinary, with companies such as Quiring Monuments in Seattle implementing the system back in May and dubbing it the Living Memorial.

But in Canada, Reeson

said he hasn't heard of anyone else doing it.

So why do he think will go for a little black and white QR code on the grave?

"We're talking everyone, really," Reeson said.

"I think our folks are less likely to speed up to speed with this new technology, but then peopled 50 to 70 who're planning their own monument more and more Internavvy, so you never know."

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QR codes set for cemeteries

EMMA GRANNEY
LEADER-POST

If all goes according to plan for Remco Memorials, cemeteries will soon be the new technology hubs.

In a first for Saskatchewan, possibly Canada, the Regina company has introduced QR codes onto their memorials.

That means when family or friends visit a grave, they will be able to scan the code on their smartphones and bring up the dearly departed's online obituary.

Remco president Dave Reeson got the idea from a Seattle-based memorial company and figured he'd give it a try in Regina.

"Memorials are getting more and more personalized with photographs, symbols, all kinds of things," he explained.

"They tend to reflect in some way the life of the deceased, such as their hobbies, work, family connections."

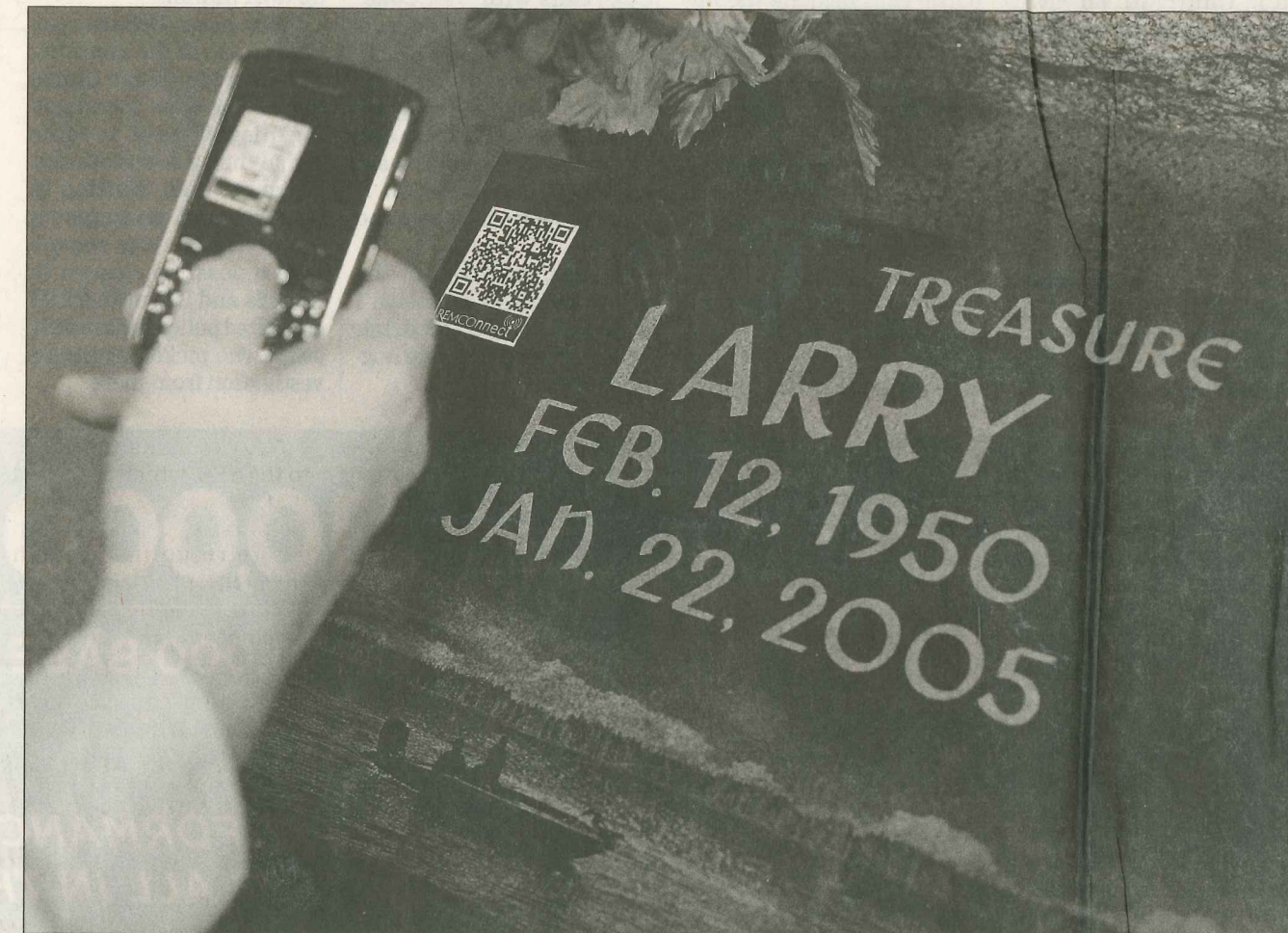
That story, he said, can be added to through the use of QR codes — bar codes which, when scanned through a mobile device, will direct the user to a website.

"A lot of funeral homes already have obituaries online," Reeson said.

"If you can go directly to an obituary, it tells an even more in-depth story."

The process is simple: There's a \$75 charge, a unique QR code is printed on a small square of plastic, which is guaranteed for 10 years, then affixed to the headstone.

The idea is that over time,



TROY FLEECE/Leader-Post

Richard Tubman, of Remco Memorials, uses his BlackBerry on Thursday to scan a QR code that allows smart phones or tablets to connect with an interactive memorial tribute.

families will be able to add to an obituary, building on the life of the deceased through photographs and stories.

"That already happens in some cases, where families get a password they can use to access an online obituary to make changes, add to it, whatever they want to do."

It may seem macabre, but Reeson says there has already been a positive response to the week-old pilot project.

"We had a 70-year-old gentleman into the showroom

who said, to use his words, 'that's really cool,'" he said.

"He knew all about QR codes and was intrigued by the possibility of having one on a gravestone.

"It really changes what a memorial is about, and it's really exciting to be a part of this new technology."

While a grieving family might not be too sure about their loved one's wishes when it comes to a QR code, Reeson says more and more people are pre-planning their memorials.

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So who does he think will go for a little black and white QR code on their grave?

"We're targeting everyone, really," Reeson said.

"I think older folks are less likely to be up to speed with this newer technology, but then people aged 50 to 70 who're planning their own monuments are more and more Internet savvy, so you never know."

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