



**Query-Point is a registered trademark  
of Query-Point LLC  
Visit [www.query-point.com](http://www.query-point.com)  
email: [support@query-point.com](mailto:support@query-point.com)**

**General Explanation and Demonstration of the Query-Point Information System**  
February 26, 2024 [Query-Point.com](http://Query-Point.com)

**We don't believe advertising is a dirty word.**

Our business is the marketing and promotion of information with the goal of making it easier and more efficient to both promote and receive information.

Our moniker is

**Signs Represent Information,  
We Deliver Information**

For us, the term advertiser means the entity promoting information, which is generally represented by a sign.

Ours is a system primarily designed for use by people as they move about an area, heading to work, to school or simply enjoying the freedom of our mobile society.

Our intent is to make information available to consumers easily, safely and from a variety of sources.

The basics are the same for providing or obtaining any type of information. The advertiser places the information into our directory and sets the GPS points and range at which that information is available. They place our Information Badge, customized for their "ad", on the sign shown to the public.

The consumer is alerted to the existence of access to information when they see the badge, and is then able to obtain that information several ways.

The most obvious way is to scan a prominent QR code seen on the information badge. This is not always possible, and, there is a better alternative: Consumers may download the free Query-Point app and simply "ask" for the information using the mic button. In this situation, the consumer then listens to the advertiser's information and may then take action (watch video, call or email, review website and social media links) when appropriate.

The app also has a map with pins representing the same information.

If you are already using a QR code, why not use one that makes it easier for consumers to grab your information?

The third way of gathering information is using the Location Based QR code. This opens a search 'widget' page that provides links to any nearby information in the system. This is merely a website link and may be saved and refreshed for use whenever needed. It is an alternative for those that don't want to add another app to their smart phones.

### **How we categorize information**

We have four categories of information.

We have three specialized categories of information, where only a viewer that is in the immediate area would have any need or interest for the information.

These categories are Real Estate, Government Services, and Historical Markers.

By far our largest category is our "Hey Brand". This is broken down by ranges of operation chosen by the advertiser, going from .5-Miles for local businesses to 75-Miles for other types of entities.

## Real Estate

When an agent places a sign on a property, either for sale or lease, using our system, the address of that property is a GPS point. Anywhere within 1200 feet of that GPS point a consumer using our app may say the name of the agent or of the real estate company and listen to a description of the property. This audio may be our standard text to speech or, it may be a recorded voice. The message may and should include information about the person representing the property as well. Simultaneously with listening to the information through the app, the viewer receives images, contact information, maybe a video link, and property and/or agent related website and social media links.



All of this the viewer may easily share to others or on social media.

There will be a pin on the map in the app representing this property. (You may sort the pins you view in the app's settings. If you only want to see real estate related pins, you may turn off the other pins.)

The information badge will include a large prominent QR code. This will either lead directly to the property in question or, to a roster of clickable links to a group of the agent's properties of which the current property is one. This option allows an agent to use one sign over and over again instead of going to the expense of putting a new QR on each sign.

There is an option for MLS systems to integrate their information with our system for area wide coverage and convenience.

We encourage agents to tell about and promote themselves in this venue as most other formats

barely allow for a listing agent's name to be found, let alone permit them to promote themselves as well as the property. Use the system for your directional signs as well.

An agent pays \$8 per month for up to 10 active listing locations. (If a listing sells, the slot opens up and may be used for another listing.)

## Government Services

Government affects all of us at many levels. Many departments use or, given the ease and inexpensiveness of our system, should use, signage to convey information to it's citizen/consumers.

Departments such as:

- Transportation, that may be tearing up roadways or laying in new infrastructure.
- Zoning changes affect the nature and character of our neighborhoods.
- Public Works that could be improving our sidewalks or dealing with our trash and re-cycling.
- Parks and Recreation that provide opportunities for families and individuals including perhaps unique programs such as dance or yoga or senior Pickle ball leagues.
- Environmental issues and ordinances that often require Public Notice.
- Public Safety; everything from road closures to Neighborhood Watch programs.
- Public Transit

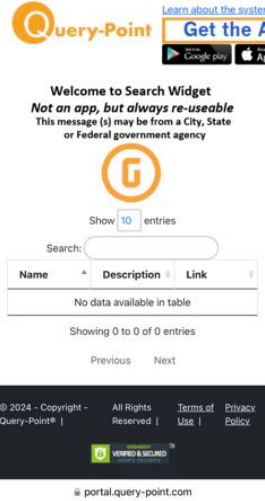
These can be at city, state or federal levels.

Each department would have its own Information Badge.

The "keyword" would be the department. The prominent QR would open a list of the department's projects to allow identical signage to be used.



The Location QR opens the search widget that would pick up any government signage in an area.



For example, one area might have a Public Works project nearby to a Neighborhood watch program that happens to be in range of a Zoning request. The location QR would return to the viewer all three results as clickable links.

The service is \$40 per month for 100 locations. Each location has a radius of operation of 1200 ft., which is a 2400-foot umbrella.

# Historic Markers and Sites

As we enjoy our mobility and freedom moving about in our cars, we constantly pass historic markers. These markers were placed and paid for by people who felt that a person, place or event was worthy of note, enough to expend the time and money to commemorate with a marker.

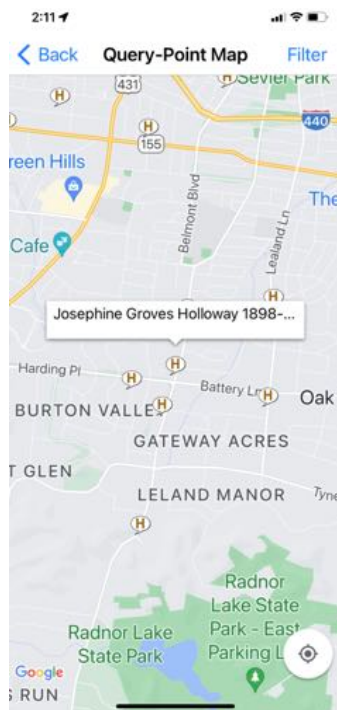
We tip our hat to [Historical Marker Database](#), a group that has chronicled markers through out the US.

Our program seeks to make information from Markers and sites more easily accessible to tourists and others, and enable them to get information upon seeing a marker or coming upon a site.

Many markers are cared for by volunteer organizations and the expense of maintenance from both weather and vandalism is paid for by donations.



It is generally thought to be impractical to place our badges on a marker unless they are included as part of a new casting.



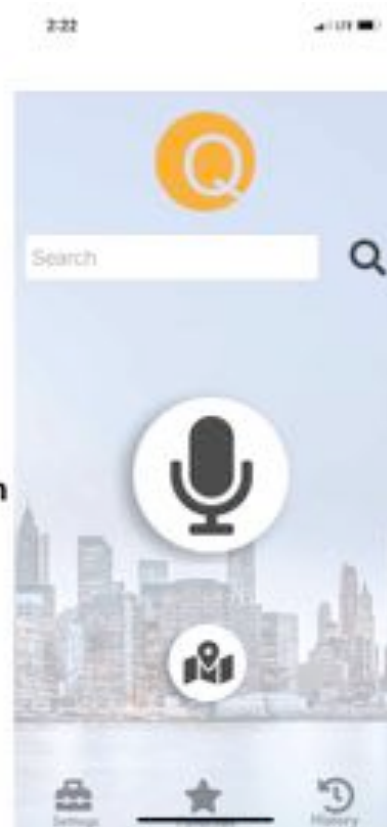
What we do suggest is that caretakers sign up for our service and get a sponsor such as a bank or real estate company to sponsor and promote the service.

Sponsors would promote the Location QR. It opens this search widget and because this picks up any nearby markers and is simply a web address, the link may be saved and reopened as needed.



The app allows the user to go directly to the item seen.

The Location 'widget' grabs all nearby items in the category and presents them as links.



It will work anywhere that places markers into the directory.

The "keyword" for app users is "Hey Marker". The app will respond to the title seen on the marker but this is very difficult to read from any distance.

The caretaking organization should include a links on each marker site that provides a spot for people to donate to the care and maintenance of the markers or the historic site, as well as thanking the company sponsoring the service.

Now a marker may have dimension, images, text and video. It can have links to more information and other related sites. It can start conversations.

The range of service is 1200 ft. from the marker or site. This is a 2400 ft. umbrella. The cost is \$12 per month for 100 markers.

If you download our app, you may open the map and see the markers we have highlighted in Nashville Tennessee.

And if y'all come for a visit, use either the app or the 'widget'.



## “Hey Brand”

This category covers “brands” whether local and neighborhood entities, schools, churches, businesses, product lines, services and so on.

We have a choice of ranges of coverage depending upon the needs of the advertiser. Coverage spans from .5-Mile local/neighborhood service, up to a 75-Mile regional service.

Some specific uses:

### .5-Mile Service

This service is designed for local businesses, professional offices such as physicians or attorneys, individual churches, schools and other fixed location entities. These may include specific billboards and bus benches along with indoor advertising such as found in malls. Other indoor displays may be found in grocery stores or restaurants.

The area of coverage is a 1-Mile umbrella.

Advertisers have a choice of either the Free or Paid service.

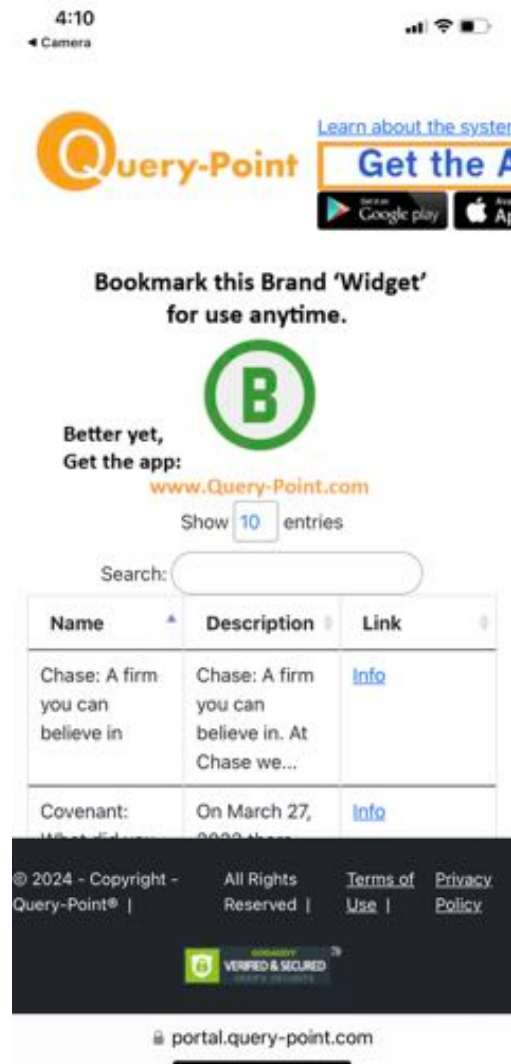
Paid service is \$8 per month.

### 4-Mile Service

This service is designed for products and services serving a local community. This might include a church that uses “Come to Church” yard signs or signs for Soccer or Baseball clubs. It might be used for prominent schools and could be used for local political races, such as those for city council. The area of coverage is an 8-Mile Umbrella. The cost is \$12 per month.

### 15-Mile Service (30-Mile, 40-Mile)

These services are designed for area wide coverage for brands that advertise on billboards, bus benches, outdoor display advertising and mobile advertising such as found on wrapped vehicles, trades vehicles with company signage (Plumbers, roofers, HVAC etc), and bus advertising. In this case the advertiser would determine where the ads would be seen and establish a center point to best fit those ads under the umbrella of service chosen.



Location QR opens the 'widget'

An Umbrella of coverage is twice the range of the service: 15=30 mile umbrella, 30=60 mile umbrella, etc.

15-Mile range is \$30 per month

30-Mile range is \$60 per month

40-Mile range is \$80 per month

### 75-Mile service

This is a 150-Mile diameter of service. This is useful if an advertiser has many billboards or, they want to use this as a point of contact on local TV advertising.

**The Brand Information Badge Has Three Key Components:**

This one badge may be used on all of your signs.


1. This is the "keyword". It identifies the Brand, and is the term an app user would use to get the information represented by this sign. The app is free. It features a map with pins for each listing that will open to the same information. (available from our website, [www.Query-Point.com](http://www.Query-Point.com))

2. This is the Brand location 'widget' QR. Scan it, allow permission, and it will open a roster of any "Brand" listings within range. It is merely a website link and may be bookmarked and used as often as needed. The location 'widget' will always present an alphabetized roster of an area, not just this one listing.

3. This is the Direct Access QR. It goes directly to your brand.

This tells viewers about the system.

The "Hey Brand" category has broad umbrellas of service; choose the range most appropriate for your need. The system is designed to build awareness and create easy access to brands or companies throughout an area. These might include franchises, popular restaurants, certain schools and real estate offices. Area wide coverage is ideal for buses, billboards, yard signs and service trucks. It is a preferred method for use by political purposes and charities for providing easy and spontaneous access to their message.



Many advertisers have billboards across a state and this service might be useful to them. Political and Charitable causes might also find this to be the service that meets their needs.

**This is your invitation to try the system for yourself.**



This demo works in most parts of the US and if it does not show up in your area we can add your location if you will shoot us an email.

**Start here:**

This is a yard sign for [Vote](#), and one for a mock food bank we call [Food Pantry](#).

Both will operate just as [Vote](#) does in this video.

If you scan the [brand QR](#) as on the [information badge](#), you will get each of these as a list (plus whatever else is nearby)

If you download our free app, you can speak into the mic “Vote” or “Food Pantry” and listen to same audio as seen in the videos.

This tells more using [Food Pantry](#) as the basis.

Whether Real Estate, Government Services or Historic markers, any of these services operate in the same fashion as Food Pantry, only at an “up close” range.

The cost is \$150 per month.

We hope you have found this both informative and useful.

Learn more at our website, <https://www.query-point.com>

We monitor two email addresses:

[info@query-point.com](mailto:info@query-point.com)

More technical stuff:

[support@query-point.com](mailto:support@query-point.com)

Thank you.

Steve Ray