
PRESS RELEASE

FOR IMMEDIATE RELEASE

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Attention- Clarkdale Implements First QR Codes

Clarkdale, AZ

History comes to life right in front of your eyes along Main Street in Clarkdale when you use your smart phone to scan in the first Quick Read or QR code installed on the historical sign located outside of Main Street Café and Pizzeria.

The brainchild of Guss Espolt, Planning Specialist for the Town and a graphic artist in his own right, the notion of providing a way for the Town to use new technology to connect to the history of Clarkdale was born. Guss filmed the recent reenactment of the June 10, 1928 Clarkdale bank robbery organized and presented by the Clarkdale Historical Society and Museum, and created a video from the footage. From there, he generated the code which looks like a square of black dashes and dots – a QR code. When scanned with free applications available on smart phones, the QR code link plays the video of the reenactment on the phone.

So next time you come to Main Street, Clarkdale, scan the QR code and take a step back in time – reliving what took place at the very spot on which you're standing over eighty years ago.

Questions? Please contact the Community Development Department at (928) 639-2500.

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