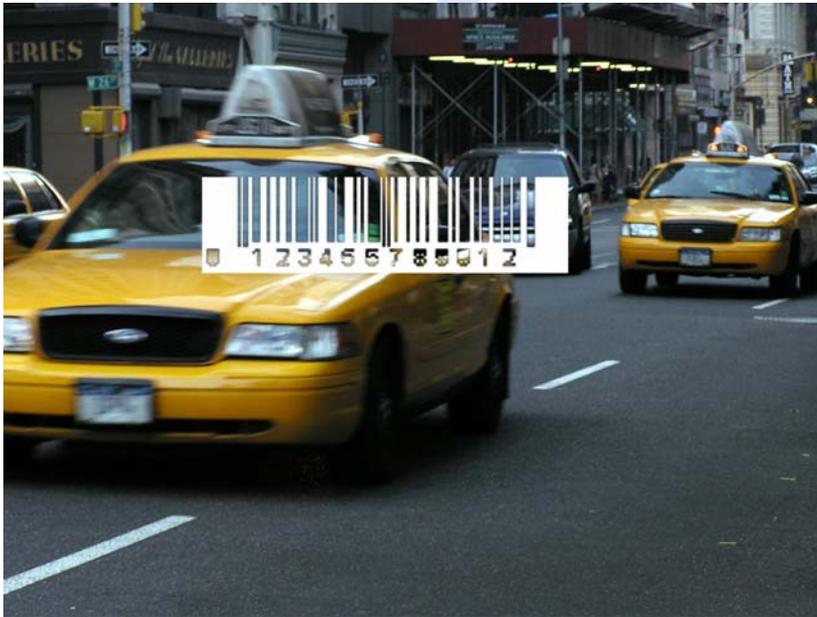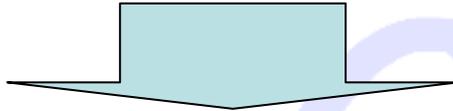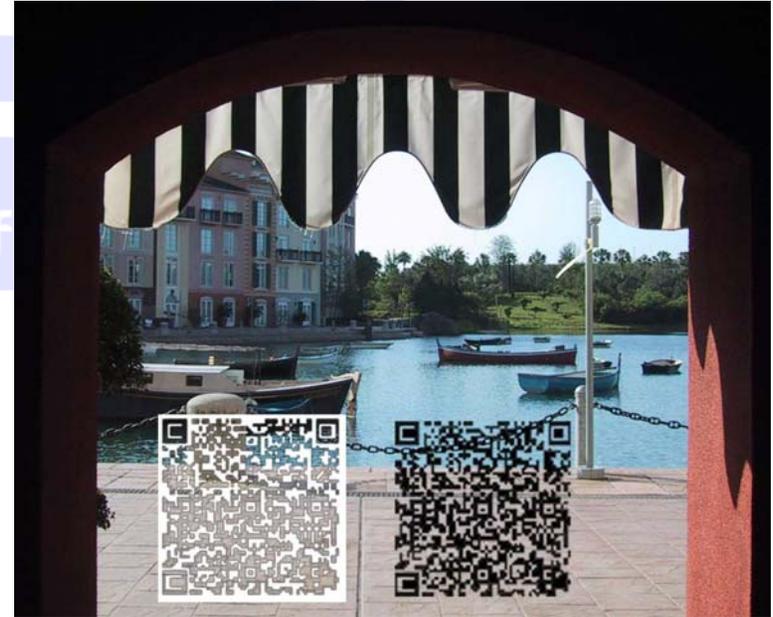# What is CL code?

UPC・JAN code etc

Data matrix code etc

CL stands for "Clear Code", which describes how the code system lays on top of the media in a transparent, layered look.

<Patent application of a clear (CL) cord：PCT／JP2005／006759>

What is different about "CL code" and how original is it?

QR code

base(white)
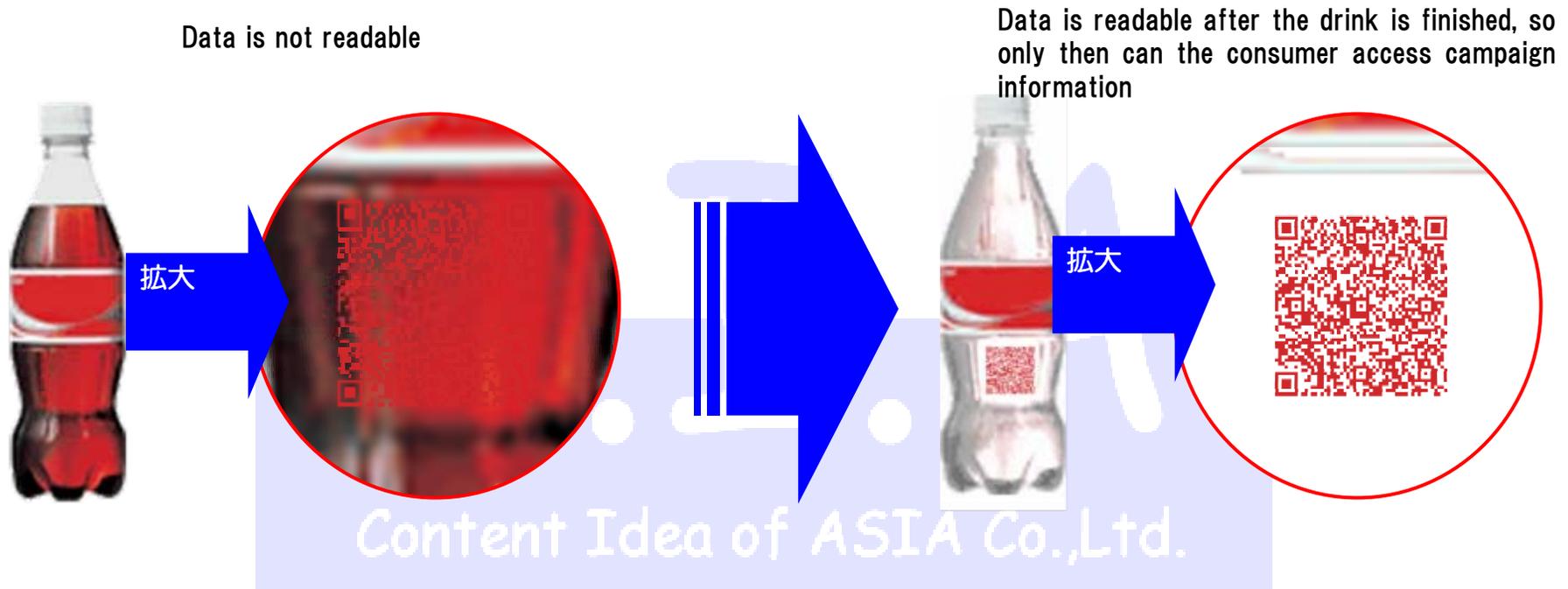
Data cell(black)

TYPE-A

TYPE-B

- 1)   Since the new CL coding system can lay on top of marketing images even in a partially screened layer, the bulky space required by tradition.

- 2)   It is able to be used on practically any printable surface (plastic, paper, etc.)

  3)   Because the data is transparent and layered over an image or packaging, the type of data and in what situation the data should be read can be widely viewed.

Advantages of using "CL Code

Designs and images used in marketing can be used freely and the code can be displayed layered on top of images, without influencing or cluttering the customer's view.

Determining the Format of the CL Code

Data is not readable

Data is readable after the drink is finished, so only then can the consumer access campaign information

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Content Idea of ASIA Co.,Ltd.

Business Example 1

- **The treatment of the can and the campaign can allow the code to only be set to identify data when the bottle is empty.**

What is the CL Code Network?

Server

upload

Send Informations

companies

Endusers

Printing

Newspaper, magazine etc.

CL Code has data memory capability

about**72KB** 170,136figures

Normal PM code data memory capability uses 8-24 colors

about**0.6MB～1.8MB** 4,083,264figures

IP (Internet Protocol)-based PM Code uses 256 colors

about**1,236GB** 2,854,408,421,376figures

- **While the data is on a 2-dimensional surface, by using RGB data as a base, over 17,000 colors can be used and the data storage ability is very large.**
- Currently, research has been completed on using 8 color/8 scale without IP access
- Research is currently being done on creating the ability to have data stored on a 24 scale.
- Even more storage capability is being researched on using IP access