

Company

Lux Lingua



Website

lux-lingua.com



Industry

Marketing & Advertising



Headquarters

44 Grand Rue, 16200
Jarnac, France

Lux Lingua's Transformation

with "SCANOVA QR Code Solutions"

The Challenge

Before using Scanova, Lux Lingua faced key limitations in its QR Code strategy. Their tools lacked Dynamic QR functionality and design flexibility. They struggled to generate GSI-compliant codes for materials like wood, pearls, and fabric. Technical issues, including Chrome crashes with complex codes, disrupted workflow.

The Outcome

Lux Lingua quickly adopted Scanova thanks to its easy-to-use platform. Within months, they gained 15 paying customers for QR Code services. One client saw a 78% increase in scans after switching to Scanova-powered QR Codes. Using tags to segment QR Codes gave them greater control and flexibility.



15+ New paying customers acquired in few months



78% Increase in QR Code Scans

INTRODUCTION

Lux Lingua is a storytelling agency and software editor specializing in marketing communications and immersive experiences (AR, VR, XR).

The company also integrates QR Codes into its solutions to enhance user engagement and content distribution.

CHALLENGES BEFORE SCANOVA

Before using Scanova's QR Code Generator, Lux Lingua faced several challenges:

1. Limited QR Code functionality:

The company had only experimented with a few QR Codes but lacked advanced features like Dynamic QR Codes.

2. Technical constraints:

Existing QR Code tools did not offer the design flexibility Lux Lingua required.

3. GSI standard compatibility:

Many solutions failed to integrate GSI-compliant. QR Codes for use cases like engraving on wood, pearls, and fabric.

4. Browser compatibility issues:

Google Chrome occasionally crashed when handling complex QR matrices.



WHY LUX LINGUA CHOSE SCANOVA

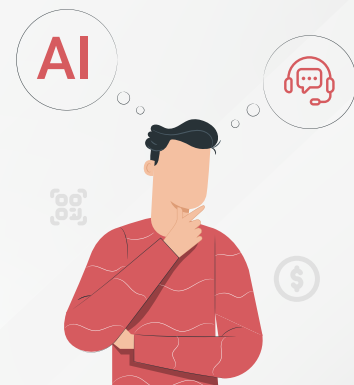
After evaluating several platforms, Lux Lingua chose Scanova for its robust and innovative features. Key factors influencing the decision included:

1. Dynamic QR Codes:

Enabled real-time content updates without the need to reprint codes.

2. AI-Generated QR Codes:

Streamlined the design process and accelerated deployment.



3. Competitive pricing:

Offered better value compared to alternatives such as Beaconstac and QR Code Tiger.

4. Excellent customer support:

Provided fast issue resolution and clear, well-structured documentation.

IMPLEMENTATION & RESULTS

1. Growth in QR Code adoption:

15 new paying customers acquired within a few months.

15 Paying customers gained in few months

2. Improved client performance:

78% increase in QR Code scans reported by a client after switching to Scanova x Lux Lingua.

78% Increase in QR Code Scans

PLATFORM ADVANTAGES

1. Advanced Design Capabilities:

Extensive customization options enabled Lux Lingua to create a custom production pipeline with their proprietary tools to align QR Code aesthetics with brand identity.

2. Seamless Onboarding:

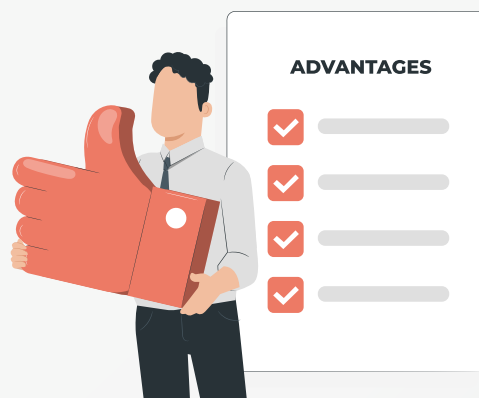
The intuitive platform allowed for rapid internal adoption and rollout.

3. Enhanced Client Performance:

Clients benefited from noticeable increases in engagement and scan rates thanks to cross-platform (Scanova + Luxie) pipelines.

4. Improved Flexibility:

Tag-based segmentation of QR Codes enhanced user access control and content targeting.



FUTURE PLANS WITH SCANOVA

1. White-Label Solution:

Lux Lingua is preparing to launch GSI-compliant QR Code services under its own brand, powered by Scanova.

2. Scaling Up:

With growing demand, the company aims to onboard more users and expand its feature set.

3. GS1 Standard Integration:

Collaboration is underway to ensure full compliance with GS1 data structures, ensuring global interoperability.



WHY LUX LINGUA CHOSE SCANOVA

Lux Lingua's partnership with Scanova has revolutionized its QR Code strategy—unlocking new revenue streams and elevating the client experience. With a clear roadmap focused on white-label offerings and GS1 integration, Lux Lingua is strengthening its position as a forward-thinking leader in QR Code innovation.



About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2022, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

scan me



Contact us for more information:

🌐 <https://scanova.io>

✉ support@scanova.io

☎ +1-855-440-7400

Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io.