



NATIONAL FUNDING SCHEME: TECH UPDATE #3

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QR CODE RECOGNITION

A new development in QR Code technology could mean no longer having to remember multiple usernames and passwords.

Secure QR Login (SQRL), devised by US computer engineer Steve Gibson, would generate a personal code to streamline the way you accessed websites from electronic devices. Its unique double encryption system means that, even if your device was stolen, no one else would be able to adopt your online identity.

As a recent Museums Association Report stated (*right*), QR code technology remains the most popular channel for engaging visitors and providing additional content.

[\[Read article here\]](#)

MOBILE PHONES IN MUSEUMS – STILL SOME WAY TO GO

A recent survey by the Museums Association (MA) has highlighted some of the challenges its members face in adopting mobile technologies.

According to the MA's latest *Mobile Survey* of 175 UK museums, 31% had no mobile offer nor any no plans to introduce one in the coming year.

Barriers cited included insufficient staff time (60%), lack of dedicated budget (50%), perceived cost (41%) and structural barriers (30%).

Of those museums offering a mobile platform, the most popular form of mobile offerings were QR Codes (63%), followed by audio tours (46%). The majority of museums said their top objectives from mobile technology were providing additional content and creating 'a more engaging visitor experience'.



Like their UK counterparts, US art institutions (such as the American Museum of Natural History, above) have embraced mobile technology

None of the museums identified fundraising as a primary objective from technology – despite the opportunity this represents. Some 39% of museums offered apps for Apple iPhones and 36% for Android devices. [\[See the report\]](#)

HOW ARE WE DOING ON GOOGLE AD WORDS?

When you go live with DONATE, we create dedicated google ads to promote your causes. Here's the analysis of our performance this month:

933

Clicks

77,653

Page Impressions

1.2%

Click-through-rate

UK MOBILE COMPANIES FIGHT PLANS FOR FOUR-FOLD INCREASE IN OPERATING FEES

Could UK mobile phone users be stung by higher charges? Possibly – if the country's independent telecoms regulator and competition authority [Ofcom](#) goes ahead with plans to increase fees paid by mobile network operators to access the radio spectrum.

If Ofcom has its way, Vodafone and O2 will see fees rise from £15.6m to £83.1m. A Vodafone spokesperson said the company was 'disappointed that Ofcom is proposing a 430% increase in the fees we pay for our existing spectrum at a time when we are investing more than ever in vital national digital infrastructure'. [[BBC article here](#)]

DON'T FORGET...



SOCIAL IMPACT 'IS NEW STANDARD' AND CAUSE IS HERE TO STAY

5 GUIDING PRINCIPLES OF SOCIAL IMPACT

1. Stress urgency of support, turning donors into partners
2. Integrate social impact within business practices
3. Pursue new opportunities to innovate
4. Utilize new communication channels
5. Provide proof of individual and collective impact

Consumers 'want to feel integral to making a change for a specific cause'. That's the key finding from a US report into social impact.

The study, researched and published by Cone Communications, says social impact 'is the new standard' and that consumers demand 'to understand exactly how their actions are effecting positive change'. The company has devised five guiding principles (*above*

left) to make the most use of your audience's generosity and help your brand stand out.

Its findings chime with the founding principles of DONATE, which aims to make it easy for people to support specific arts and heritage causes and to make explicit why, and how, that support makes a lasting difference. [[Full study here](#)]

APPLE EARNINGS FALL

Apple, the dominant force in global technology, has seen its margins fall for the third consecutive quarter - despite iPhone sales surging to 33.8m units. Apple ended its fiscal year with its first earnings decline in over a decade as net profit slipped to \$37bn. The company has indicated that future profits will also slip. Expected revenue next year is estimated to be between \$55-58bn with a gross margin as high as 37.5%. However despite the numbers, Apple's pre-eminent status is unlikely to change any time soon. According to a report from consultancy firm Interbrand, Apple superseded Coca Cola as the world's most valuable brand in September. [[View BBC article here](#)]



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