

For immediate release:

Stirtz New Media Selects 12 Gallagher Lane and the works of Visiting Artist Jonah Ward for a Microsoft Tag Pilot Program

Oakland, California - (June 23, 2011) - Stirtz New Media (www.stirtznewmedia.com), an e-marketing solutions company, announced today its innovative collaboration with San Francisco art gallery 12 *Gallagher Lane*. In an effort to create a more interactive gallery experience between art and patrons, works by Visiting Artist Jonah Ward are now labeled with [Microsoft Tags](#), a scannable 2D code platform that pulls multimedia information from the cloud.

"12 Gallagher Lane is the ideal setting for this technology," explains Ryan Stirtz, founder of Stirtz New Media. "This gallery is already a trendsetter in San Francisco. Adding tags to the artwork here will bring a new dimension to the gallery experience."

Tags are Microsoft's version of QR (quick response) codes and have seen a profound increase in popularity this last year in the mobile marketing world. 2D codes are popping up everywhere from print ad campaigns, product packaging to retail business settings and can launch various forms of content including text, video, audio and contact information. "Microsoft Tags were chosen over other QR codes because they're much more dynamic in not just appearance, but in the way that they perform," Stirtz noted. "The scalable and flexible architecture of Microsoft Tags make the possibilities endless."

"Creating a Taggable art space is something unique and accessible for the broader public," says Gallery Director, Derek Cabaniss.

"This exciting new program will break down the barriers of intimidation generally attributed to the traditional gallery setting by allowing viewers to access work in a much less invasive way. We have no intention of losing our personal relationship with our clients but rather providing an alternative method in this growing technological era."

"Artist Jonah Ward is a natural fit for this pilot program due to his unique and captivating process behind his collection of glass-burned wood panels and burning water pieces. Patrons now have a way to interact with his artwork and process that did not exist before," explained Stirtz.

To experience the taggable gallery yourself, 12 Gallagher Lane is located at 12 Gallagher Lane in San Francisco, California. Visit (www.12gallagherlane.com). To download the free Microsoft Tag Reader app you can find it on iTunes or point your smart phone to: <http://gettag.mobi>.

About Stirtz New Media

Founded in 2010, Stirtz New Media combines corporate experience in marketing, web design, and sales, as well as current knowledge of trends in new media, to help small businesses enhance their online identities and improve communication with their clients. Stirtz New Media offers a wide range of e-marketing and mobile marketing solutions to effectively market small businesses. For more information visit www.stirtznewmedia.com.

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