

QRATE.ME – Your Gateway to Posters

Second Annual VIVO Conference

August 24-26, 2011

Gaylord National, Washington D.C.



Overview

Posters, you see hundreds of them at conferences. Some typical scenarios: a scientist walks by, sees an interesting poster and... forgets or the presenter takes the poster home, rolls it, puts it on a cupboard and... forgets. A lot of information presented on the poster is forgotten, never published, and ends up in storage somewhere.

We are proud to present qrate.me. Qrate.me is a new website that acts as a proxy of poster content through a smartphone. On QRate.me scientists can describe their poster online and even add a link to an online version of the real poster. The trick is simple and effective. When a poster is registered at qrate.me the site creates a QR code (2-dimensional bar code). The researcher can incorporate the code directly on the poster or print the code on a label printer and affix it directly to the poster. Later at the poster session, an interested researcher can scan the code with a smart phone and will be taken directly to the online description of the poster, which can be easily bookmarked or with one click or added to a Mendeley collection. QRate.me also enables the sharing of poster details through social media like Twitter or Google+.

QRate.me allows researchers to interact with a conference poster after the end of the conference. We hope that it will also encourage more researchers to upload and share their poster online. After all, both people that saw and saved the bookmark for the poster during the conference as well as those who were not at the conference but would like to gain insight from its content can easily look it up later. QRate.me was envisioned during a VIVO Hackathon at the University of Florida. The annual VIVO conference will be the first event with full endorsement of QRate.me.

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How to Participate

- 1) Download a QR code reader smartphone application (see <http://minilistings.com/blog/app-review-qr-code-readers> for more information and suggestions)
- 2) Visit posters of interest at the VIVO poster session and scan the QR code using your smartphone app
- 3) The scanned QR code will allow you to visit the QRate.me web page for a poster and bookmark the poster or add it to your Mendeley collection
- 4) Share posters with your colleagues and friends via Twitter and Google+
- 5) Continue to access this content even when you get back to the office!