

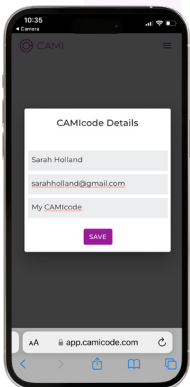
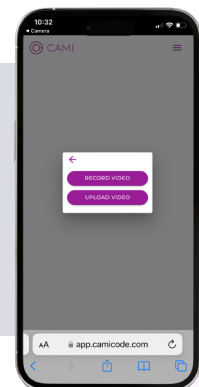


1. Scan your CAMIcode

Once you've received your CAMIcode, take your **mobile device** and open its **camera application**. Point the camera at the CAMIcode and **scan** it. When the code is recognised, you'll see a **link at the bottom of your screen**. Simply **tap the link**, and it will take you to the CAMI platform.

2. Create your video

Upon arriving at the CAMI platform, you can either use your device's camera to **record a video** or **select a video** from your camera roll. Your video needs to be in a **vertical orientation** and can be either **29 seconds or 3 minutes long**, depending on the option chosen. Once you're happy with your video, simply tap the **"make it live"** option.



3. Enter video details

Next, fill out the form with a **title and details** related to your CAMIcode. If this is your **first time** using the CAMI platform, you'll be guided to **create an account**. This will allow you to **monitor your video** and make any necessary **edits or updates** to the content associated with the CAMIcode. Once complete, hit the **"save"** option.

4. Make it live

And that's it, your CAMIcode is now **live!** You'll be taken to the **CAMI dashboard** where you can **download, share or review** your CAMIcode. You can now go ahead and include your CAMIcode on any printed materials and bring them to life with your personalised video!

