MIDIACODE

A fourth-generation platform for connected experiences

A generic technical overview of the platform foundation for organizations building connected products, places, people, content and digital services.

Products

Smart & connected

Places

Context-aware

People

Mobile-first

Create → connect → publish → deliver → measure → automate

Designed as a multi-tenant, whitelabel foundation that can support enterprise systems, Super Apps and specialized digital experiences.

PLATFORM OVERVIEW

What the platform delivers

Connected products Turn packaging, devices and physical assets into persistent digital touchpoints.	**Connected places** Deliver context-aware content through location, events, geofences and mobile journeys.
Connected people Give audiences organized access to content, services, forms, commerce and communities.	**Enterprise control** Govern content, identities, permissions, codes, analytics and integrations from one foundation.

FOUNDATION

Core architecture

One platform, four coordinated products

Midiacode Core

Backend, APIs, orchestration, infrastructure and operations

Midiacode Studio

Web creation, management and publishing environment

Midiacode Lite

Browser delivery layer and web Super App experience

Midiacode Mobile

Native iOS/Android Super App and native capabilities

The same content, identity, permissions, analytics and automation foundation can serve browser, mobile, QR, link and location-based journeys.

CORE FOUNDATIONS

Midiacode Core: the platform engine

The licensable foundation for building third-party systems, digital products and Super Apps. Identity & authentication	**Users, social login, anonymous access, SSO and enterprise identity.** Workspaces & governance
Multi-tenant workspaces, permissions, roles, audit trails and quotas. Content lifecycle	**Draft, review, publish, schedule, localize, retire and version content.** QR, short links & delivery
Dynamic codes, routing, conditional content and multi-channel delivery. Analytics & events	**Scan, view, interaction and operational events with reporting and insights.** Integrations & automation
APIs, webhooks, imports, AI-assisted workflows and enterprise systems.	

PRODUCT LAYER

Midiacode Studio: where publishers work

A professional web environment for creating, governing and publishing content and mini-apps.

Account and workspace management Rich content creation and structured content types Smart Forms and Lead Capture Super App and mini-app management Brand workspaces, templates and publishing workflows Analytics, points, Pay and data collector configuration

Governed publishing loop

Create

Review

Schedule

Publish

Measure

EXPERIENCE LAYER

Lite and Mobile: one delivery continuum

Midiacode Lite Browser-first delivery after a scan or click. SSR content, routing, forms, result pages and web mini-apps.	**CONTENT • MINI-APPS • CONTEXT • DATA** Midiacode Mobile
Native iOS/Android Super App with Lite capabilities plus Wallet, Pay, points, Tap&Take;, native bridges and offline-ready experiences. CONTENT • MINI-APPS • CONTEXT • DATA	

REFERENCE CAPABILITY SET

Smart packaging and connected assets

The platform can support regulated and industrial scenarios where every physical asset becomes an organized digital entry point. Digital product information	**Rich content, instructions, audio, video, diagrams, accessibility and multilingual delivery.** Serialized traceability
Unique codes, product-level journeys, auditability and future links to corporate data. Conditional experiences	**The same code can deliver content by profile, language, location, time or business rule.** Operational efficiency
Paper reduction, scheduled publication, reusable templates, controlled access and automation. Availability and support	**Designed for continuous delivery, governed publishing and operational monitoring.** Security and identity
SSO, authorized publishers, workspace governance and exportable audit logs.	

CORE CAPABILITY

Intelligent codes and contextual distribution

A code is not only a destination. It is a governed, measurable and evolvable connection between the physical and digital worlds. Dynamic QR Codes	**Portable, updateable and connected to content lifecycle rules.** Short links
Digital distribution through messages, sites, social channels and printed assets. Geolocation	**Discover and access content in places and events without scanning.** Conditional delivery
Adapt content by profile, language, location, time and permissions.	

INTELLIGENCE LAYER

Analytics, AI and automation

From raw interactions to operational intelligence and automated action. Collect	**Scans, views, submissions, locations, transactions and workflow events.** Understand
Dashboards across content, workspace and account; Smart Analytics with AI. Act	**Automations, notifications, imports, exports, triggers and integrations.** Improve
Use evidence to refine content, journeys, operations and customer experience.	

TRUST FOUNDATION

Enterprise governance, security and compliance

Multi-tenant architecture with isolated workspaces and configurable quotas Role-based permissions, groups, SSO and controlled publishing Audit logs recording who changed what and when Content versioning, scheduling, localization and approval workflows API and webhook integration with ERP, MES, WMS, CRM and other systems Support for regulated content, DPP, e-PIL and PPWR-oriented workflows Quality and information-security management with continuous improvement, KPIs, risk management and recovery procedures

EXTENSIBLE FOUNDATION

Beyond content: services and mini-apps

The same platform foundation can host specialized experiences without fragmenting the user journey. Smart Forms	**Data collection, tests, surveys, certificates and generated result pages.** Commerce
Catalogs, digital menus, checkout, Pay, Wallet and Tap&Take; journeys. Points & loyalty	**Points, incentives, P2P and marketplace-oriented mini-apps.** Data collector
Audits, inventories, check-ins and field operations through QR journeys. Accessibility	**Inclusive experiences, multilingual delivery and Libras-ready content.** Lead Capture
Controlled content gates that turn experiences into qualified leads.	

Quality and operational reliability

The platform is operated through a formal quality and information-security management approach. Requirements	**Structured discovery, validation and traceability from need to delivery.** Development
Versioned procedures, testing, reviews and controlled releases. Operation	**Observability, incident response, backups, recovery and service management.** Improvement
Audits, KPIs, risk management and continuous post-launch evolution. Formal policies and procedures — including quality, information security, SLA, disaster recovery, backup, observability and customer success — are available under controlled access.	

SUMMARY

The complete platform cycle

Create Studio →	**Connect QR / link / place** →
Deliver Lite / Mobile →	**Measure Analytics** →
Automate AI / APIs Midiacode Core Foundations covers the full journey: create content and mini-apps, generate codes, publish and distribute through multiple channels, deliver through browser and native mobile, measure behavior, and automate operations — on a whitelabel, multi-tenant cloud foundation.	**Generic technical overview • English translation and platform foundation expansion**