One smart tag.

One digital pet profile.

Peace of mind wherever they go.

LUMIRAMARK
Marked by Light

Smart QR Tag Activation & User Guide

HOW THE SMART QR TAG WORKS

- **Attach:** Securely attach the tag to your pet's collar.
- **Scan**: The finder scans the QR code to open the pet profile.
- **View**: The finder sees only public information.
- **Protected:** Your account stays secure.

YOU CONTROL WHAT IS SHARED

Owner Dashboard: Manage your pet's profile.

ON → Visible

OFF → Hidden

Keep Up to Date: Update information when needed.

LumiraMark

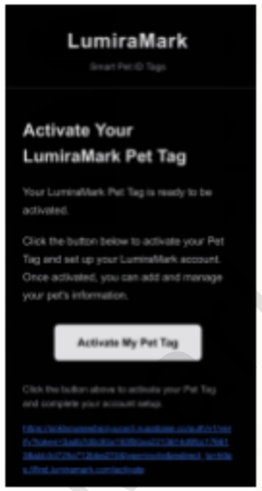
ACTIVATE YOUR TAG (5 STEPS)

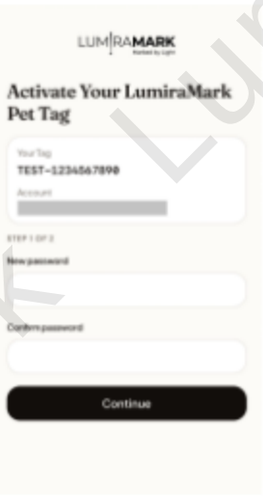
1. Open the **LumiraMark activation email** sent to your **order email address**. If you have not received it, please leave a message in the LumiraMark shop.

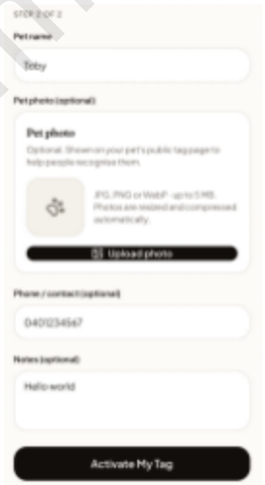
2. Tap "**Activate My Pet Tag**".

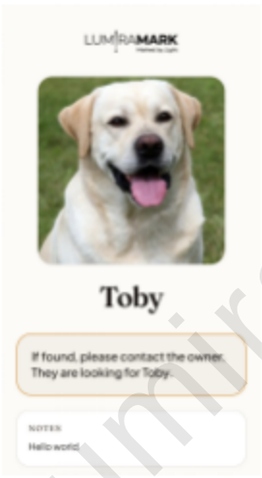
3. Create a secure password, then tap "**Continue**".

4. Add the key information you want to make available if your pet is found, then tap "**Activate My Tag**".



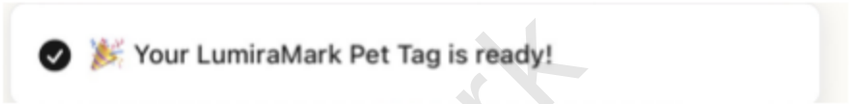






Step 1 - 2 Step 3 Step 4 Step 5

Your tag is ready to use once a popup is shown below.



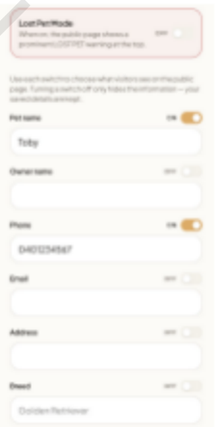
5. Use your phone's camera to **scan the QR code** on your tag to access the Public Profile, as shown in picture 5. You can use your **order email address** and password to access your account anytime from the **Login Page**.

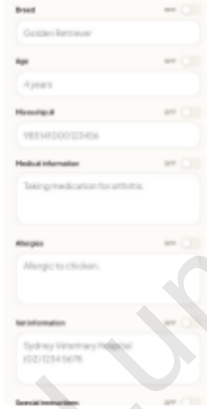
SET UP YOUR TAG

• Add any remaining info about your furry companion in the owner dashboard, if required.

• Turn this option **ON only if you want** the information to be visible on the public profile. **Please share personal information with care.**







• After setup, scan the tag yourself to confirm that the public profile displays exactly what you intend to share.

• If your pet goes missing, turn **ON** "**Lost Pet Mode**". A clear **red alert** will appear prominently displayed on the public profile.

IF THE QR CODE DOES NOT SCAN

• Clean the camera lens and ensure the full QR code is visible.

• Use good lighting and avoid strong glare or reflections.

• Hold steady and adjust the distance until the QR code in view.

• If scanning fails, try your phone's built-in QR scanner or Google Lens.