

QR Codes

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Traditional Barcode vs. QR Code

- Can hold up to 20 Alphanumeric characters Max.
- Data is stored in single direction bars.
- Numbers, letters, some special characters can be encoded.
- Not easily scaled.



- Can hold up to 4,296 Alphanumeric characters Max.
- Data is stored in 2 directions.
- Links, text, contact information, calendar events can be encoded.
- Can be scaled easily.



How do you use them?

- Dedicated QR Code Scanners
- Smart Phone Applications
 - [BeeTag](#)
 - [i-nigma](#)
 - [QuickMark](#)
 - [ScanLife](#)
- Webcam Applications
 - [QuickMark](#)
 - [ZBar](#)
- Web-Based Decoders [Readers]
 - <http://miniqr.com/reader.php>
 - <http://zxing.org/w/decode.jsp>



Image Credit: <http://www.flickr.com/photos/cocreatr/2211459923/>

Common Functions

- Calendar Events
- Contact Information
 - Emails
 - Vcards
- Easily Transmit URLs
 - Business/Realty Listings
 - Maps
 - Social Media Profiles
 - YouTube
- Free-Formed Text Messages
- Quickly Acquire Geo-Location Information
- Send SMS Messages [A.K.A. Txt]



Ready to try it? You can try scanning this code from your phone right now. (Hint: It will take you to google.com)



Who uses these things?

- Originated in Japan and eventually spread to Europe and Middle East.
 - Originally used for tracking parts in manufacturing.
 - Later used for mass marketing.
- Just now starting to pick up speed in the US.
 - Used in art advertising.



Image Credit: http://en.wikipedia.org/wiki/File:QR_Waffle.jpg

Library Applications

- Video: Android Shelf Reading App.
 - Just for fun check out this video
- Online Library Catalogs as an Enhancement.
 - Text Message setting
 - Title
 - Author
 - Call number
 - Floor
 - Availability
 - Etc...



Advertising

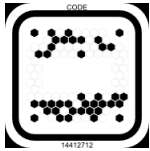
- Promote New/Existing/Unknown Websites
 - Business cards
 - Handouts
 - Newspaper ads
 - Persistent links
 - Phone books
 - Posters
 - Shirts
- Can be in fun colors too!



Image Credit: <http://www.flickr.com/photos/mpm2006/5333302839/>

Image Credit: <http://www.officet.com/2007/02/use-6131545877.html>

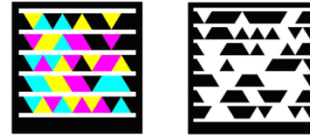
Other Matrix Codes



BeeTagg



DataMatrix



Microsoft Tag



UPS

List of Online Generators

- Many Generators are available online due to the open nature of this format.
 - Kaywa Generator
 - <http://qrcode.kaywa.com/>
 - invx.com - QR & DataMatrix Generator
 - <http://invx.com/>
 - ZXing Project
 - <http://zxing.appspot.com/generator/>
 - delivr
 - <http://delivr.com/qr-code-generator>
 - QRstuff.com [Makes Colored Codes!]
 - <http://www.qrstuff.com/>
 - GOQR.me
 - <http://goqr.me/>

References

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