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QR Codes: What, why, how & where

Robin Ashford
George Fox University, rashford@georgefox.edu

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QR Codes: What, why, how & where
WHAT ARE QR (QUICK RESPONSE) CODES

• A QR code is a matrix barcode readable by smartphones, mobile devices with cameras (new iPod Touch) and more

   Created by Denso-Wave in 1994

• Typically seen as white squares with black geometric shapes (also multi-color codes and logos)

• Information such as text, a URL or other data can be easily encoded using a QR Code generator

• Users point their device, scan, and are quickly taken to the encoded data
QR CODES @ CLC
WHAT ARE QR CODES - LIBRARY VIDEO

http://youtu.be/O6Jk1bfobXA
An example of a High Capacity Color Barcode: a Microsoft Tag referring to the HCCB article on the English Wikipedia

MOBILE BARCODE CATEGORIES

A - Open Barcode Provider

These companies use 2d barcode software that is public domain or easily licensable. Examples include QR Code and Datamatrix.

B - Proprietary Barcode Provider

These companies have created their own, closed code. Their barcodes can only be scanned by their own readers. Examples include Microsoft Tag and Shotcode.

C - Reader

These companies provide a downloadable reader that enable mobile devices to scan information from one or more types of 2d barcode.

D - Enabler

These companies create real-world solutions with barcodes. Examples include advertising campaigns, shopping solutions and paperless ticketing. This category also includes companies that let users easily create their own open barcodes to link to on-line content, like websites or social networks.

The vast majority of companies involved in mobile barcoding fall into the A C D category – ie. they use an open barcoding standard, provide their own mobile reading software, and create barcode solutions that connect the real-world to the mobile Web.  

CUSTOM QR CODES

Credit: http://goo.gl/XzQFJ
WHY

• Smartphone and mobile research shows exponential growth in mobile to continue
http://youtu.be/6mCkbrYKQyI

• Added value content

• Easy, low threshold tech
  - a lot of bang for the buck

• Convenience
Fad, trend, practical?

Will QR codes mainstream in North America?

In the UK? Other parts of the globe?

How long will QR codes stick around?

Does it matter?
WHERE

Let’s look at QR Codes in libraries…

But first, do you have a QR or barcode reader app on your mobile device?

(if not, the next slide should help)
QR Code Reader Apps: Free (most), easy, quick

Note: In most cases any app will work, but there are exceptions – query your app store for QR or barcode reader - or text the word SCAN to 43588 for a ScanLife app (standard data rates apply)
EXAMPLES: QR CODES GFU LIBRARIES

Film trailers

Art shows & exhibits

Room reservations

Magazines & Journal areas

More on flickr: http://goo.gl/89BCJ
QR CODE TO LIBRARY TUTORIALS

GFU Library Website Videos
GFUlibraries - 5 videos - This playlist contains videos from the GFU Library Website designed to assist the GFU community with basic functions and features of our online library.

An Introduction To The GFU Library Website
by GFUlibraries
108 views

How To Find DVDs And Videos At GFU
by GFUlibraries
19 views

How To Find And Request Books
by GFUlibraries
result 1 of 1 for search "ambient findability" in anywhere

**Ambient findability**

Morville, Peter.
Publisher: O'Reilly,
Publication date: c2005.
ISBN: 0596007655
1 copy on the shelves.

**Copy details**

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**Catalogue record**

ISBN: 0596007655 (pbk.) :
Personal Author: Morville, Peter.
Title: Ambient findability / Peter Morville.
Publication info: Beijing ; Farnham : O'Reilly, c2005.
Physical descrip: 188 p. ; 24 cm.
  Subject term: Database design.
  Subject term: Database searching.
  Subject term: Information and retrieval systems--Design.
Bulletin heading: COMP
Bulletin heading: GEN

PROMOTIONAL CARDS/POSTERS TO PROMOTE LIBRARY MOBILE WEBSITES

flickr: lukask's photostream  http://goo.gl/6ICON

THIS IS A QR CODE

A QR (Quick Response) code can contain different types of information: a website link, a phone number, a photo gallery, map directions, a video link, and more.

Most web-enabled phones can scan QR codes via a scanner app.


Questions? Ask at the reference desk!

How do I scan a QR code?

1. Start the scanner application.
2. Point the phone’s camera to the QR code.
3. The phone will read the code and display its information.

QR code for: Albertsons Library’s mobile website http://library.bolsestate.edu/m
LIBRARIES EDUCATE

http://guides.boisestate.edu/content.php?pid=141622&sid=1207621
QR Codes
This guide offers information on QR Codes and how they can be used within an educational environment.

Welcome  About QR  QR in the Library  QR Programs & Software  Resources

Say Hello to QR

The following video does not have audio.

"Say Hello to QR" Libguide Animation

scan a QR code with your phone and it can

http://providence.libguides.com/content.php?pid=76255&sid=564750
Contact Information – Business Cards

Create QR-Code Business Cards for Free
http://youtu.be/jJPBuWFIEpel

Creating a Contact Code with ScanLife
http://youtu.be/TZdWnvCNZ9Q
DIGITAL PROFILES

Jumpscan - All-In-One QR Code
http://jumpscan.com/
HOW

• Generate simple QR code – kaywa
  http://qrcode.kaywa.com/


• Google url shortener – add .qr  http://goo.gl/

• Google Chrome QR code extension

• Bee-Tagg  http://manager.beetagg.com/

• i-nigma
  http://www.i-nigma.com/CreateBarcodes.html

• ScanLife  http://web.scanlife.com/us_en/
Kaywa – simple QR code generator

Save this code to add it to your blog or your documents.

You can also use the code's permalink, or copy-paste the following HTML code:

```
<img src="http://qrcode.kaywa.com/">
```

Content type:

- [ ] URL
- [ ] Text
- [ ] Phone Number
- [ ] SMS

Content:

URL:

http://www.youtube.com/watch?v=n1ANVCDHYA4

Size: [ ]

Generate!
How to track QR codes in Google Analytics
http://bit.ly/i1W7Yc
CODES CAN ALSO BE READ:

WITHOUT A SMART OR FEATURE PHONE

ON A PC/MAC DESKTOP/NETBOOK/LAPTOP COMPUTER WITH WEBCAM
OWN JUST A REGULAR CELL PHONE?

"By using either QR Codes powered by JAGTAG or proprietary JAGTAGs, consumers can use any QR code application or MMS, Email or Twitter to receive Images, Video, and Opt Ins."

• No Internet access is needed
http://www.jagtag.com/features/QR-codes
NO PHONE?

QuickMark for PC is a powerful, yet easy to use PC application that lets you decode multiple popular 2D & 1D barcode formats via a image file (drag & drop), a screen capture, or your webcam. Not only does QuickMark let you scan barcodes, it also allows you to create your own 2D barcodes via a simple interface. Several useful user configurable options are also available, such as an output mode to use a webcam for automatic keyboard input. The Standard Edition is free and packs a bunch of features, download it now!

If you have previously used QuickMark for WebCam beta, you might be interested in checking out some of the following new features:

http://www.quickmark.cn/En/basic/downloadPC.asp
QuickMark

QuickMark is a barcode reader application that allows you to automatically scan and generate multiple barcode formats (Quick Code, QR Code, Data Matrix) with your Mac.

*** Special launch price for limited time ***

Main features:
☆ Scan 2D barcodes via webcam
☆ Decode 2D barcodes you see on your screen with Transparent Mode
☆ Decode 2D barcodes from file or drag-and-drop
☆ Create your own 2D barcodes...

(NOTE: QuickMark App for Mac available in Mac App Store for $2.99)
Where

Print handouts, online, physical objects...

Wherever it makes sense and adds value

more examples...
INNOVATIVE AND PRACTICAL

From subscription database on prior slide, scanned QR code resolves to playlist on mobile device – listen from anywhere for 48hrs. before expiring.
Ebsco mobile databases

Promotional poster for Ebsco Mobile services. The QR code sends scanners to Providence College's Ebsco Mobile database. Authentication is required to access the database.

By pclibrarycommons
http://flic.kr/p/7xq6Ux
QM’s bar codes can be customized, like this one for Melissa Marr’s Wicked Lovely, from Harper’s children’s division

http://goo.gl/gFWiA
Proprietary Codes and readers – Microsoft Tag

http://youtu.be/OuDTIDfAbWU
Ex: Microsoft Tag – Whole Foods Store, Portland, OR, USA

Recipe: Mushroom Stuffing

Mushroom Stuffing with Shallots and Fresh Herbs

Add to My Recipe Box
Add to Shopping List

Makes 10 to 12 servings, or enough to stuff a bird up to 20 pounds

To make a vegan version of this stuffing, simply substitute a nondairy option for the butter and bake the stuffing in its own baking dish.
Visual Search:
Google Goggles – recognizes objects & QR Codes

http://m.delicious.com/rashford/A...
Barcode

College & Research Libraries
Text
Here comes everybody: the power of organizing without organizations

Book
Author: Clay Shirky
Publisher: Penguin Books
Published: 2009.02.24
ISBN: 0143114948

Amazon.com: Here Comes Everybody: The Power of Organizing Without Organizations
★★★★★ 67 reviews - $15.73 - In stock

This item: Here Comes Everybody: The Power of Organizing Without Organizations by Clay Shirky Hardcover $15.73
Creative Campaigns - successful QR code implementation

Thoughtful strategies, added value, Dynamic mobile sites, ease of use

we can learn from these...
STRATEGIZE

Campaign with an effective message

STACY PLANNED DINNER FOR 250 PEOPLE.

She took out her wallet and made a donation. Which paid for the drivers that drive the trucks that deliver the food to the soup kitchen in Harlem. It's easy to do what Stacy did — just visit cityharvest.org

LEARN HOW YOU CAN HELP. Scan the code with your camera phone, or go to www.getscanlife.com
VIRGINIA MUSEUM OF FINE ART - PICASSO EXHIBIT
VMFA ANNOUNCEMENT: HTTP://GOO.GL/TDJE1
Museum Exhibit - QR and AR

“Ads sporting QR codes will soon go up in 33 Starbucks locations in Richmond. Go inside and you can see augmented reality visions of Picasso’s art on the walls using a Layar (AR) browser. Fans in Philadelphia will also be able to see the exhibit via AR at an empty store space on South Street. (Below is a mock-up of how the Philadelphia exhibit is supposed to look.)”

http://mashable.com/2011/02/10/qr-codes-picasso/
QR CODE CHALLENGES

• Not everyone owns internet enabled device
• Lack of standards
• Websites not yet mobilized
• Poor implementation of QR codes
• Not the prettiest (barcode graffiti)
• Need for education and promotion
• Privacy issues
• Overuse
FUTURE EVOLUTION

Augmented Reality – could leap frog QR Codes

NFC (Near Field Communication) could change everything – Google Places – Portland, OR, USA - Test City No. 1 http://goo.gl/uvaqz

“This is not your ordinary sticker”

http://bit.ly/eGI46K
THANK YOU!

http://about.me/robinashford