

2011

QR Codes: What, why, how & where

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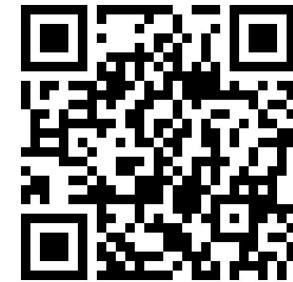
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QR Codes: What, why, how & where



**ROBIN M. ASHFORD, MSLIS
TRENDY TOPICS ONLINE CONFERENCE
MARCH 16, 2011 - @RASHFORD**

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

http://en.wikipedia.org/wiki/QR_Code



- 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>



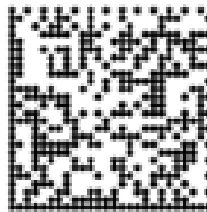
CODES TYPES



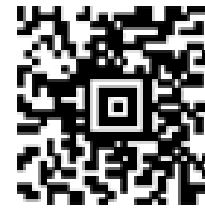
QR-Code



DataMatrix



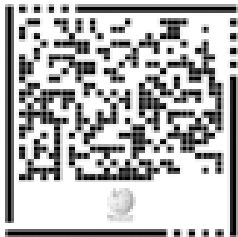
Cool-Data-Matrix



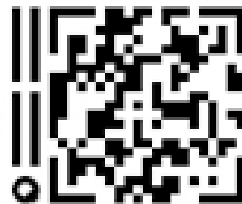
Aztec



000133



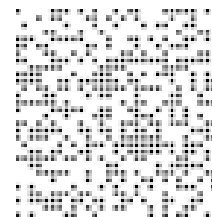
Trillcode



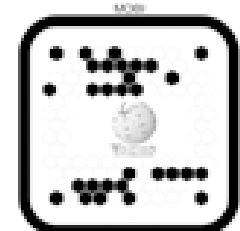
Quickmark



Shotcode



mCode



Beetagg

http://en.wikipedia.org/wiki/Mobile_tagging

An example of a High Capacity Color Barcode: a Microsoft Tag referring to the HCCB article on the English Wikipedia

http://en.wikipedia.org/wiki/High_Capacity_Color_Barcode



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

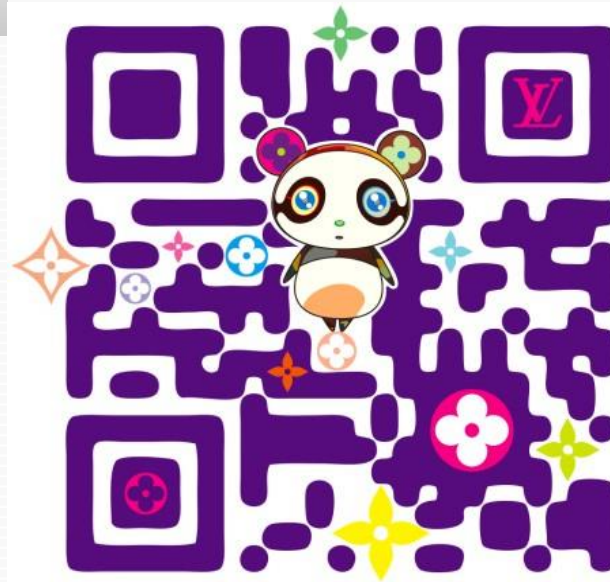
D - Enabler

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. <http://www.gomonews.com/wp-content/uploads/2008/11/top-34-mobile-barcode.pdf>



CUSTOM QR CODES



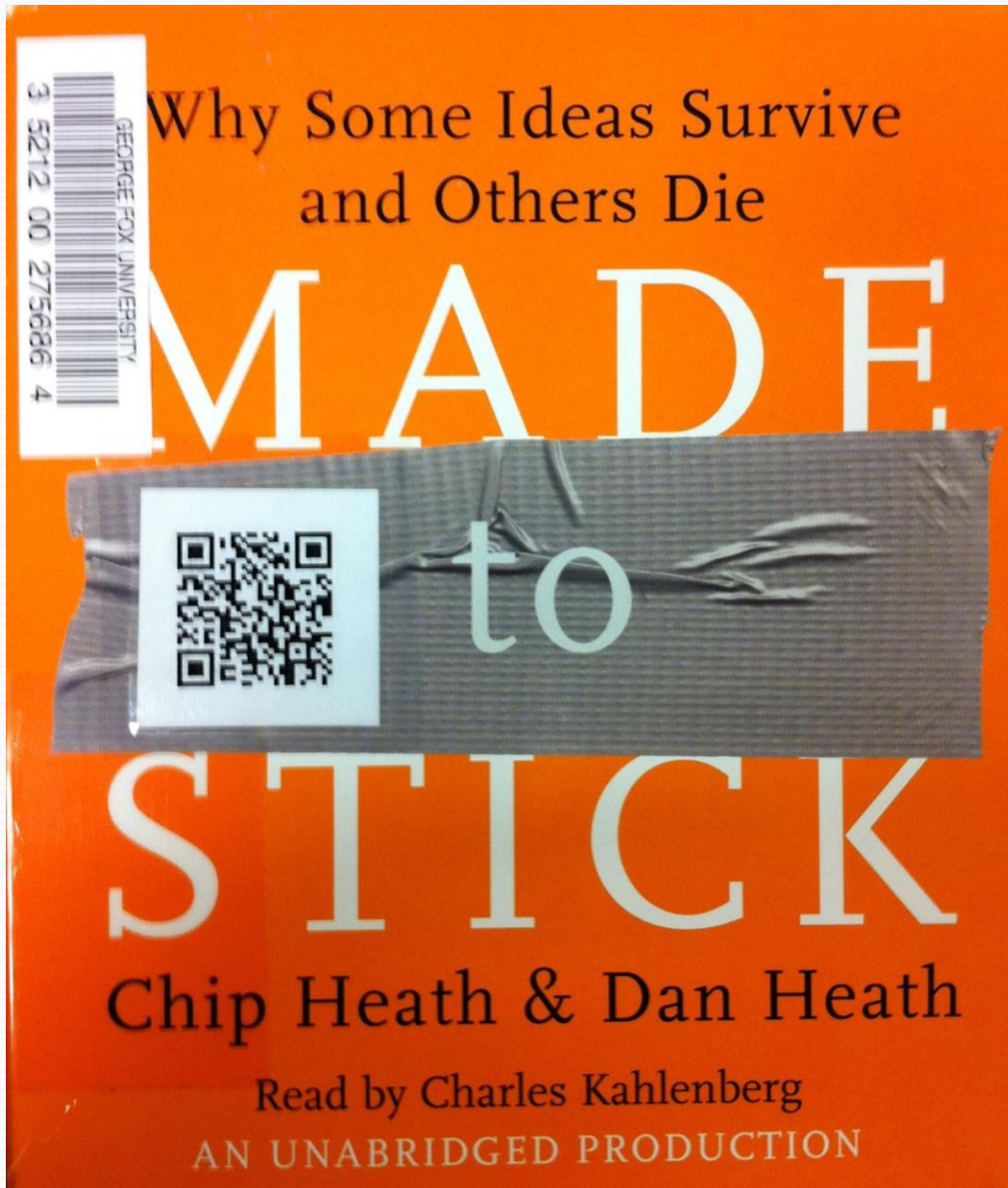
Credit:

<http://goo.gl/XzQFJ>

WHY

- **Smartphone and mobile research shows exponential growth in mobile to continue**
<http://youtu.be/6mCkbrYKQyl>
- **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)

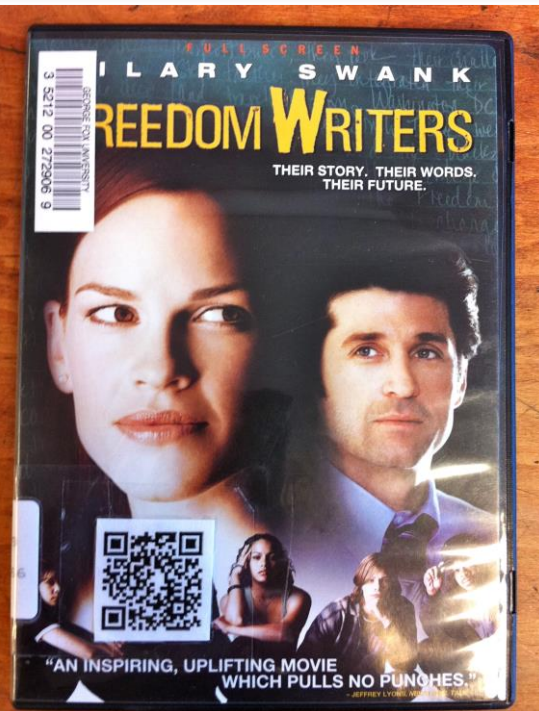
QR Code Reader Apps: Free (most), easy, quick



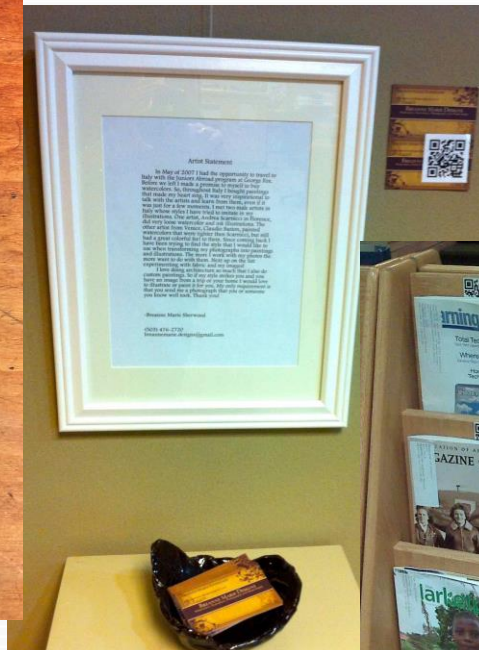
Note: In most cases any app will work, but there are exceptions – query your app store for QR or barcode reader - or text the word SCAN to 43588 for a ScanLife app (standard data rates apply)

EXAMPLES: QR CODES GFU LIBRARIES

Film trailers



Art shows & exhibits



Room reservations



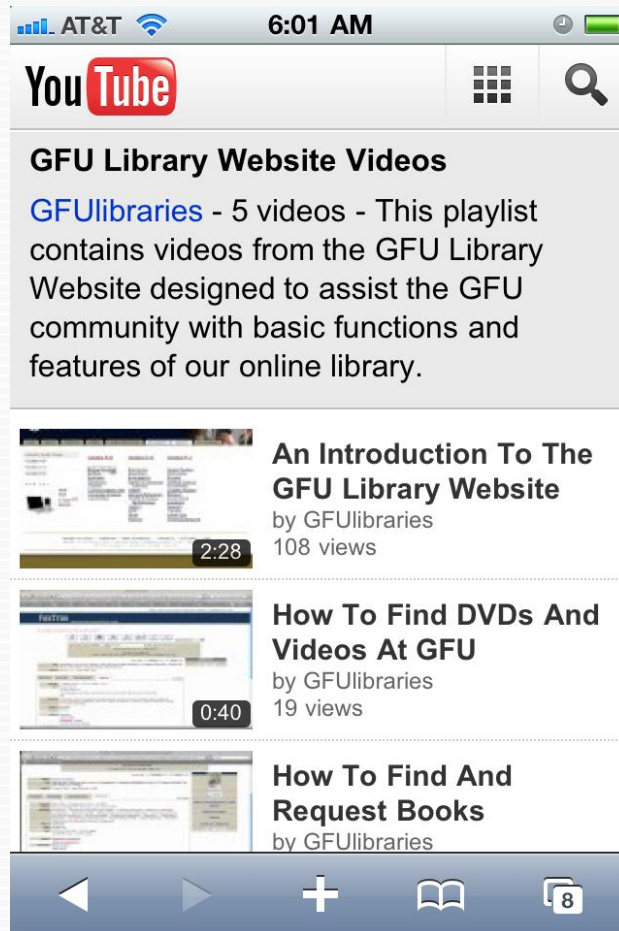
More on flickr:

<http://goo.gl/89BCJ>



Magazines & Journal areas

QR CODE TO LIBRARY TUTORIALS





UNIVERSITY OF
BATH

The Library

UoB home: [a-z](#) | [contact](#)

[Home](#)
[Subjects](#)
[Catalogue](#)
[ELIN](#)
[Services](#)
[Your use of the Library](#)
[About us](#)
[Help](#)

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

Shelf mark	No. of copies	Loan type	Location
518.882 MOR	1	28 day loan	Level 4 (see floorplan)

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





Save

> Place Hold
> Permalink for this result
> Find more by this author
> Find more on these topics
> Order online from BLACKWELL



Bath copies

> Send me a scanned article/chapter from this item



What's this?

Online Catalogs

In this example the code resolves to text of the title, author, floor level and call no.

No writing necessary, info is on the users device and can be available for future reference

<http://bit.ly/eiwPBs>



PROMOTIONAL CARDS/POSTERS TO PROMOTE LIBRARY MOBILE WEBSITES

[flickr: lukask's photostream](https://www.flickr.com/photos/luksk/)

<http://goo.gl/6lCON>

THIS IS A QR CODE



QR code for:
Albertsons Library's mobile website
<http://library.boisestate.edu/m>

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.

Download a free scanner app at:
<http://bit.ly/fJGqz9>

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.



LIBRARIES EDUCATE

Library » Library Research Guides » QR Codes

Admin Sign In

QR Codes Tags: 2d_code, ar, augmented_reality, barcode, phones, qr, qr_codes, qrcode, smartphones, web_browsing

Read all about QR Codes! What they are, how they work, and how you can create your own.

Last update: Feb 20th, 2011

URL: <http://guides.boisestate.edu/QRcodes>

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[RSS Updates](#)

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[What is a QR Code?](#)

[Create QR codes | Code scanner apps](#)

[QR Code Basics](#)

[QR code & AR links](#)

[Library QR Code on Twitter](#)

[Library QR Codes in Blog](#)

[Library QR Code in Google Maps](#)

What is a QR Code?

[Comments \(0\)](#)

[Print Page](#)

This Guide ▾

[Go](#)

Quick Response Code



Reference Librarian



Memo Cordova

Online Chat / Networks:



Contact Info:

Assistant Professor/Librarian
Albertsons Library
Boise State University

<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.

Last update: May 6th, 2010 | URL: <http://providence.libguides.com/QR> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) [f](#) [t](#) [e](#) ...

[Welcome](#)[About QR](#)[QR in the Library](#)[QR Programs & Software](#)[Resources](#)[Welcome](#)[Comments \(0\)](#)[Print Page](#)[This Guide](#)[Go](#)

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



Subject Guide



Chris Landry

Contact Info:

Access Services & ILL Office

Room 106

T: 401 865 1994

[Send Email](#)

Links:

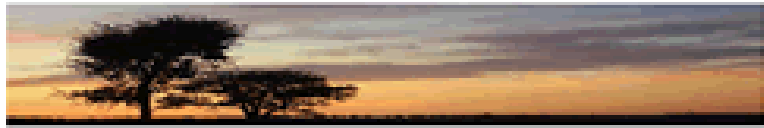
[Profile & Guides](#)

Subjects:

[Technology](#)

<http://providence.libguides.com/content.php?pid=76255&sid=564750>

Contact Information – Business Cards



Susan Enzenhofer

TEC-IT

Wagnerstrasse 6
4400 Steyr - Austria
<http://www.tec-it.com>
office@tec-it.com
T +43 7252 72720
F +43 7252 72720-77



Create QR-Code Business Cards
for Free

<http://youtu.be/jJPBuWFEpel>

Creating a Contact Code with
ScanLife

<http://youtu.be/TZdWnvCNZ9Q>

 i-nigma



Back

 i-nigma



Robin Ashford
Tel: 5035546136
Email: rashford@georgefox.edu
Web: <https://about.me/robinashford>

Save to Contacts

Dial number

Back

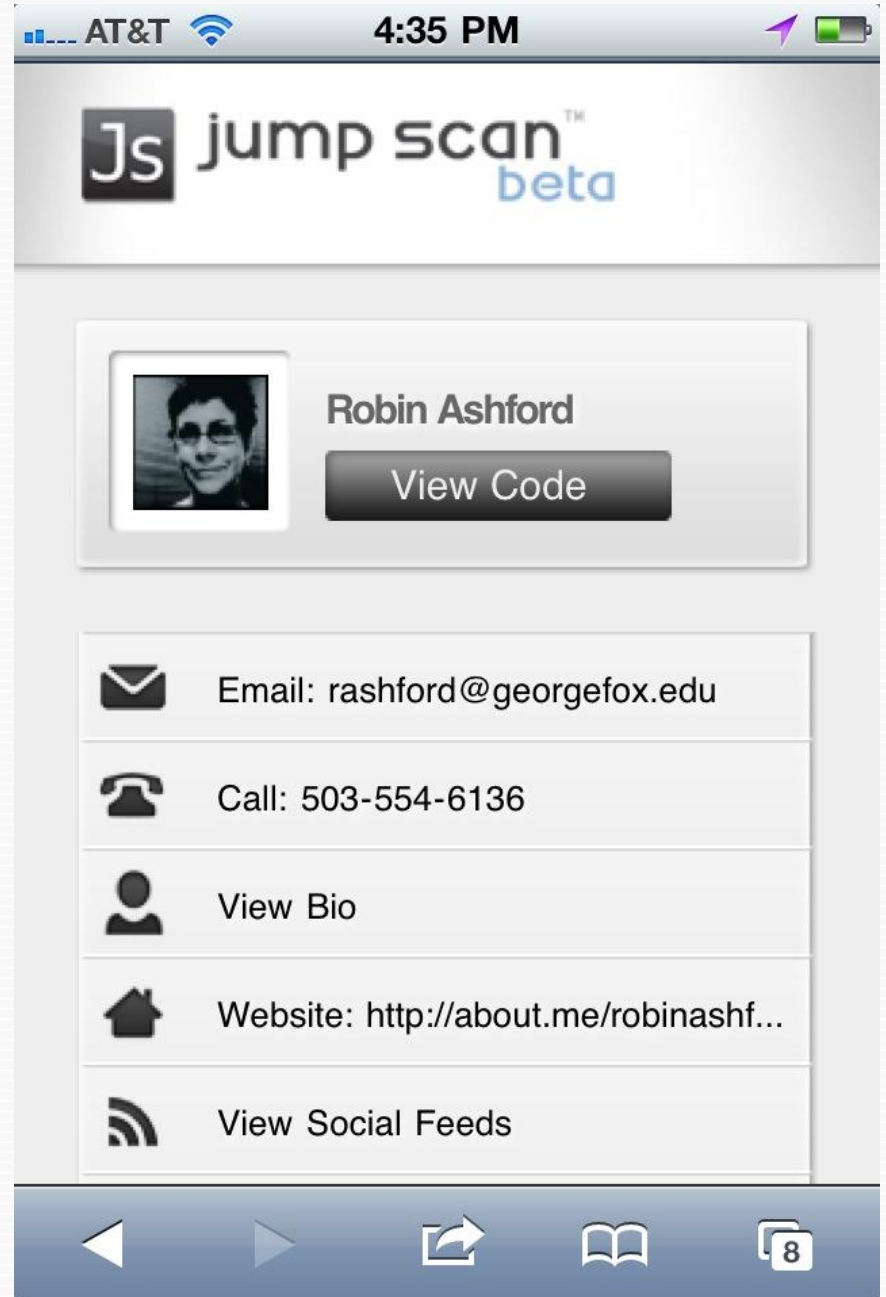
Share

DIGITAL PROFILES



Jumpscan - All-In-One QR Code

<http://jumpscan.com/>



HOW

- **Generate simple QR code – kaywa**

<http://qrcode.kaywa.com/>

- **Bit.ly url shortener – add .qr** <http://bit.ly/>

- **Google url shortner – 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:

```
two hours</a>   <a href="#">day</a>   <a href="#">week</a>   <a href="#">month</a>   <a href="#">all time</a> |              |              |        |                           |                   |
| Long URL                                                                                                                                       | Short URL    | Created      | Clicks |                           |                   |
| www.redclayinteractive.com/                                                                                                                    | goo.gl/0jL6x | 1 hour ago   | 1      | <a href="#">Details »</a> |                   |
| timzack.com.qr/                                                                                                                                | goo.gl/nJQRu | 1 hour ago   | 0      | <a href="#">Details »</a> |                   |
| timzack.com/                                                                                                                                   | goo.gl/xtZpD | 1 hour ago   | 0      | <a href="#">Details »</a> |                   |
| www.redclayinteractive.com.qr/                                                                                                                 | goo.gl/vtVN  | Oct 21, 2010 | 0      | <a href="#">Details »</a> |                   |
| Page 1 of 1                                                                                                                                    |              |              |        |                           |                   |

**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?



For a quick demo, take and send a picture of this  
**JAGTAG-powered QR code.**

**Verizon** and **AT&T** customers text picture to **524824.**

**All other networks** text or email picture to **demo@jagtag.com.**

Or, scan it with a **QR code app.**

“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

### Overview

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!

DOWNLOAD  
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 \*\*\*

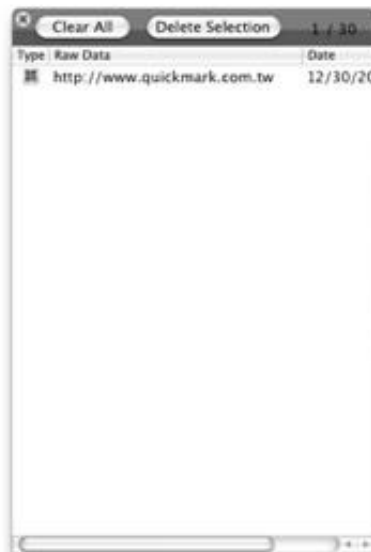
Main features:

- ☆ 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...

Installed

...More

(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...**

# LIBRARY VENDORS & QR CODES: ALEXANDER STREET PRESS - MUSIC ONLINE
















**Music Online**

Home Browse **Advanced Search** Playlists

Search » Results

## Search Results

Your search for "Natalie Cole" found 6 results. Showing 5 results. [Hide details](#)

- Album:**    *Leavin'* performed by Natalie Cole
- Album:**    *Day Dreaming* performed by Natalie Cole
- Album:**    *Ask A Woman Who Knows* performed by Natalie Cole
- Album:**    *We All Love Ella: Celebrating the Music of Ella Fitzgerald* Linda Ronstadt (Singer); Lizz Wright; Dianne Reeves; Chaka Khan (Singer), Rob Mounsey (Conductor)
- Album:**    *The Ultimate Diva Collection* Gilberto; Gloria Lynne (Singer); Shirley Valerie H. O'Day (Singer); Carmen McRae (Pianist, Singer); & Ella Fitzgerald (Singer), Riley Hampton (Conductor)

Showing 5 results. [Hide details](#)


### :: Send to mobile device

To send Leavin' to your mobile device, use one of the available options:

**OPTION 1 ::**

To send this to your device via email or SMS, enter addresses or phone numbers below:

Note: For INTL Numbers, please begin with +(country code)

[Add Field](#) 

[SEND](#)


**OPTION 2 ::**

Enter this short link directly into your device's web browser:

<http://goasp.it/vfrfl>

**OPTION 3 ::**

Scan this QR Code with a compatible device:



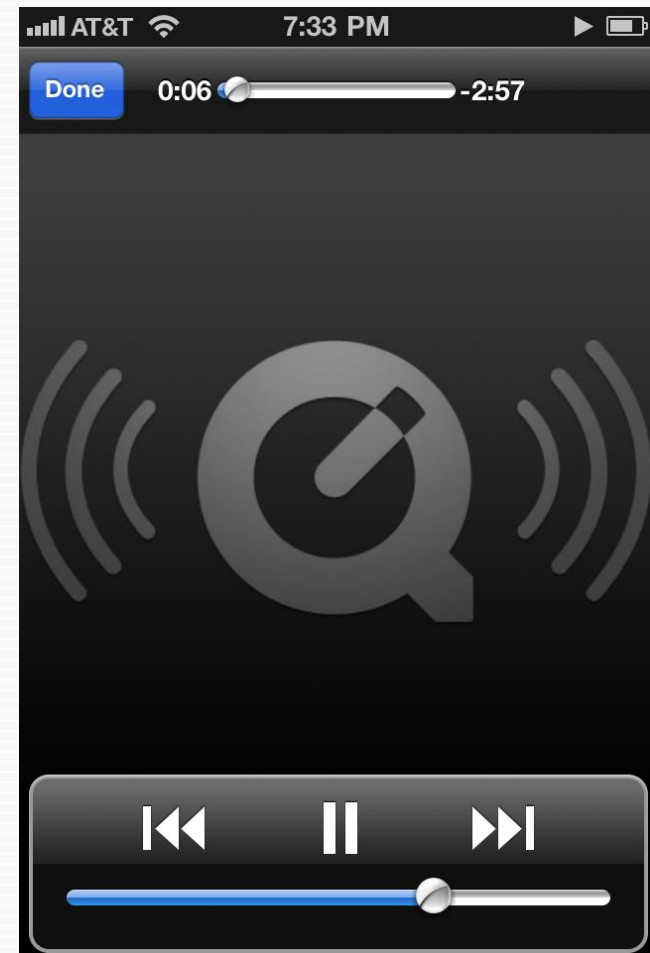
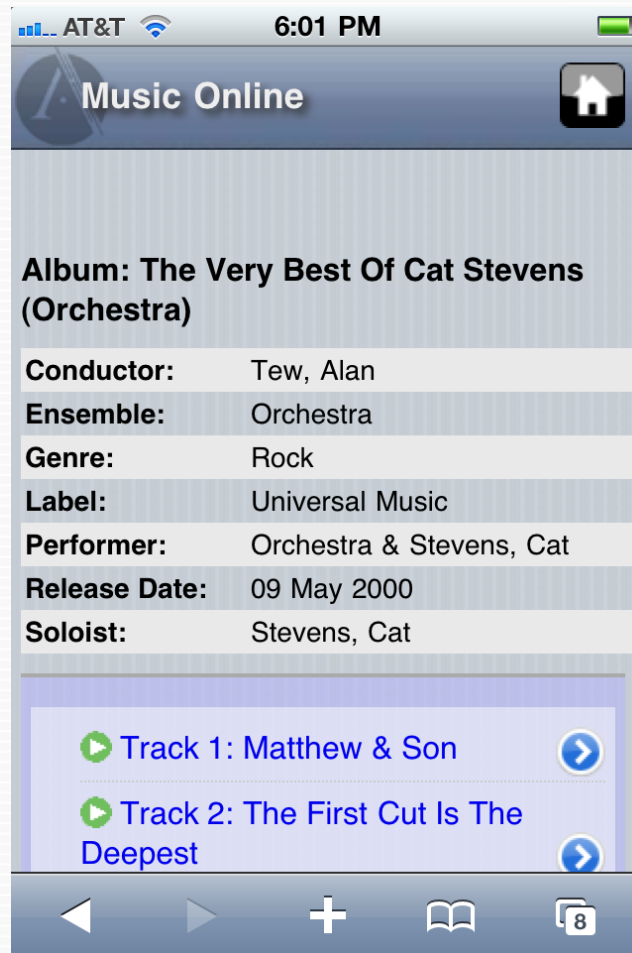
[What's This?](#)

If you'd like to know more about using this product in a mobile device, see our [help page](#)

<http://alexanderstreet.com/pressroom/releases/10.0715.mobile.htm>

# 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

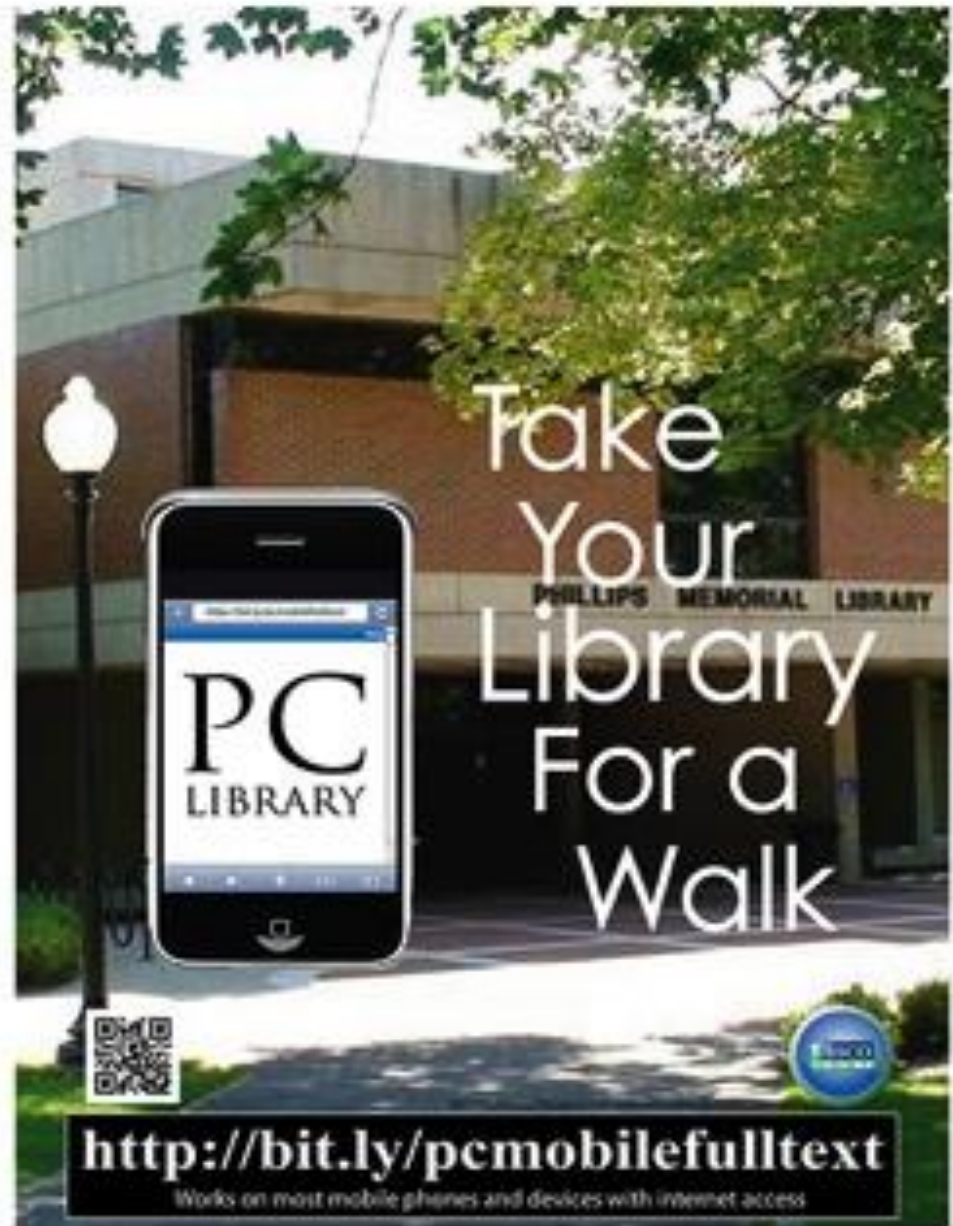




# Ebsco mobile databases

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>

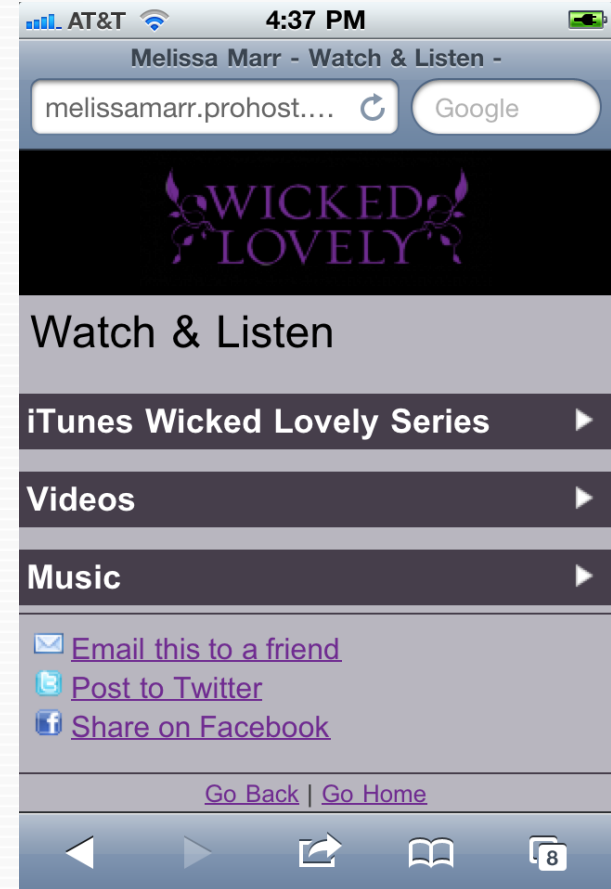
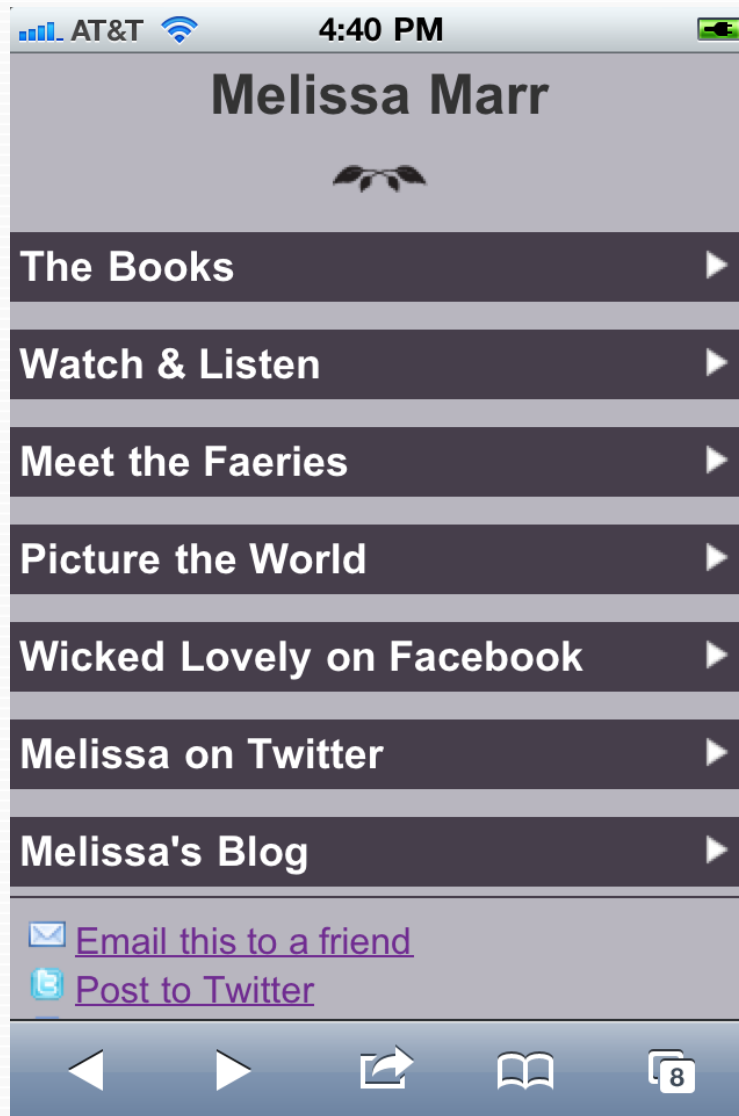


# PUBLISHERS CONNECT WITH READERS



*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

The screenshot shows the Microsoft Tag website interface. At the top left is the Microsoft Tag logo. A navigation bar contains links for BUSINESS, SHOWCASE, RESOURCES, BLOG, and TAG MANAGER. A 'Sign in' link is in the top right corner. A large dark overlay box on the left contains the text: 'Connecting Real Life and the Digital World', 'Scan Tags from your mobile phone for instant access to information, websites, videos, reviews, and more. Sign in to Tag Manager to create or edit your Tags, manage Categories and view Reports.', and buttons for 'LEARN MORE' and 'WATCH VIDEO'. The background is a night city street with various tags overlaid: 'Train Station' near a transit stop, 'Movies' near a cinema, 'Restaurants' near a dining area, and 'Events' near a building entrance. Each tag consists of a location pin icon with a plus sign and a text label.

Microsoft  
**tag**

BUSINESS SHOWCASE RESOURCES BLOG TAG MANAGER

Sign in

**Connecting Real Life and the Digital World**

Scan Tags from your mobile phone for instant access to information, websites, videos, reviews, and more. Sign in to Tag Manager to create or edit your Tags, manage Categories and view Reports.

LEARN MORE WATCH VIDEO

Train Station  
ACE  
Transit

Movies

Restaurants

Events



## Try Tag Now

Download the FREE Tag Reader and start scanning today!

## Sign up for Tag News

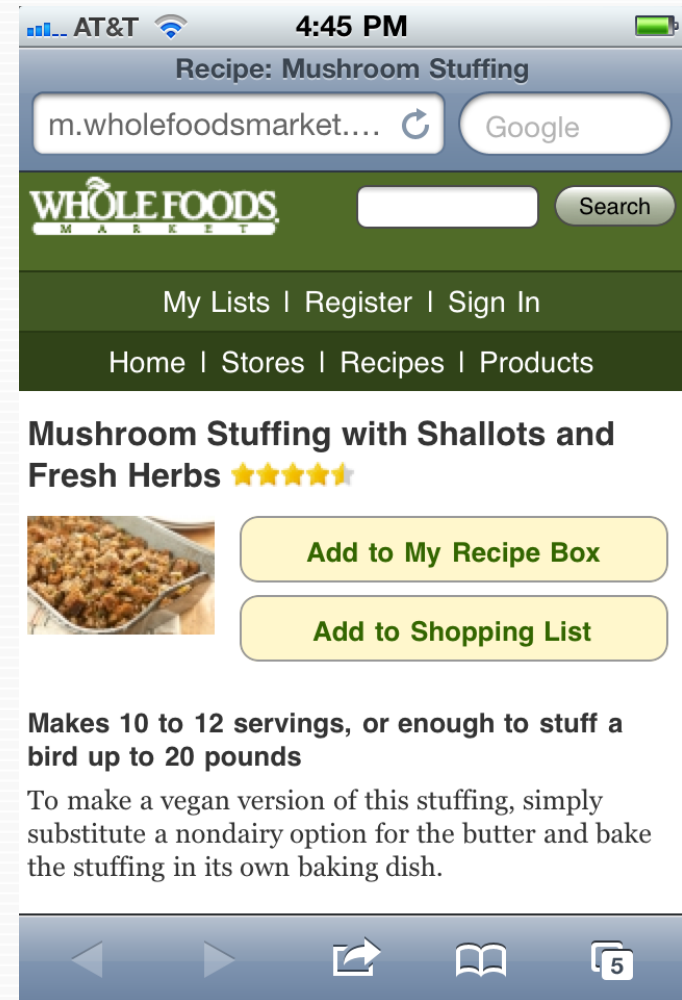
Start receiving the latest product news and tips for using Tag in your marketing campaigns.

## Tag for Business

Read PSFK's "**Future of Mobile Tagging**" to learn how Tag can enhance your business.

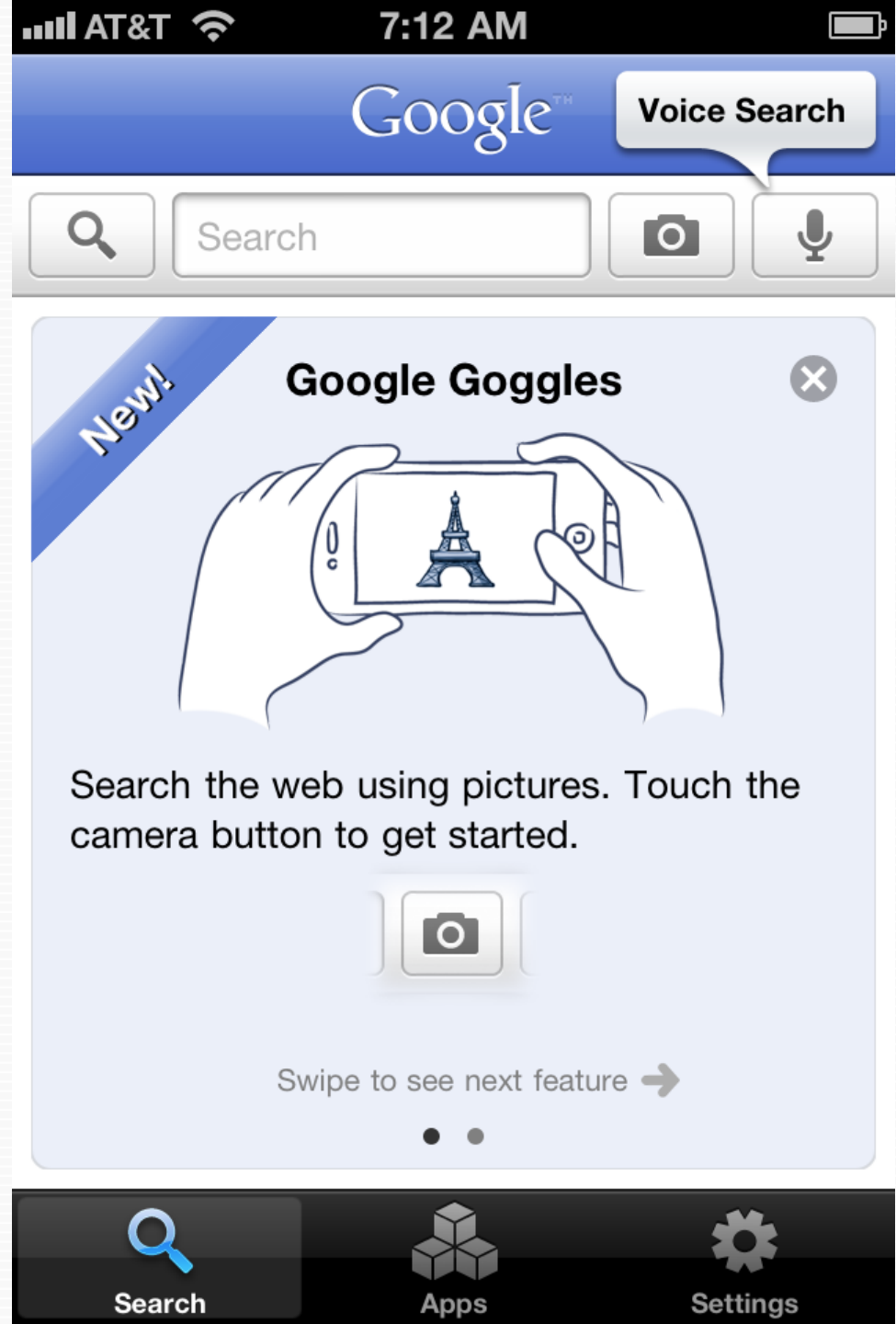
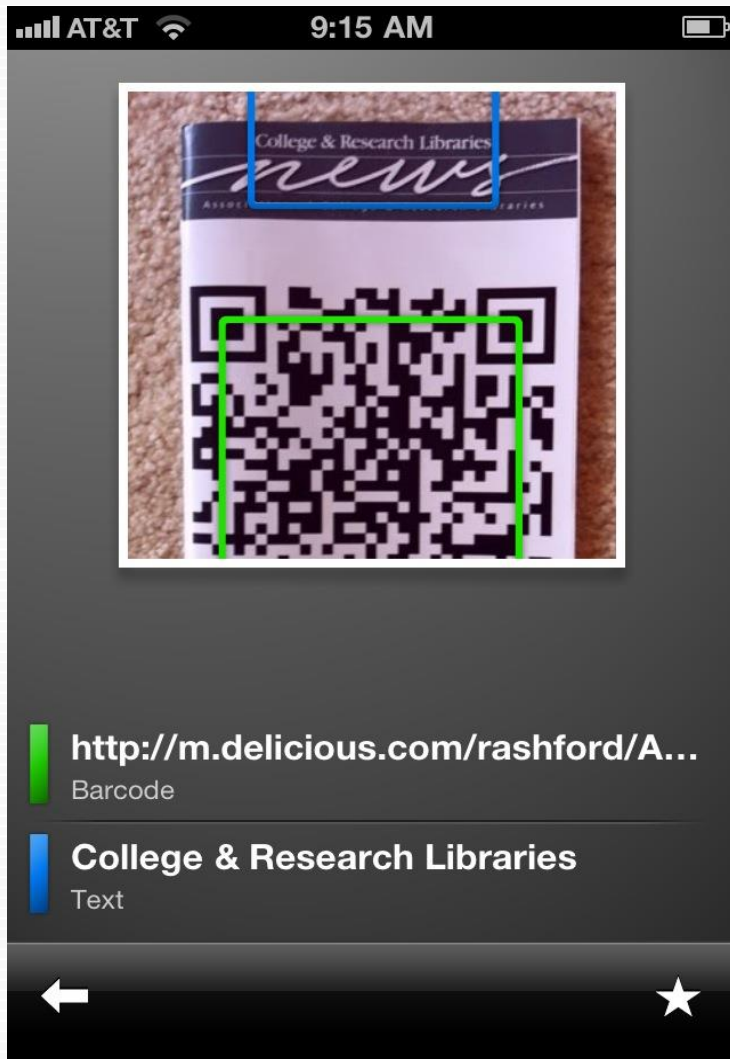
<http://youtu.be/OuDTIDfAbWU>

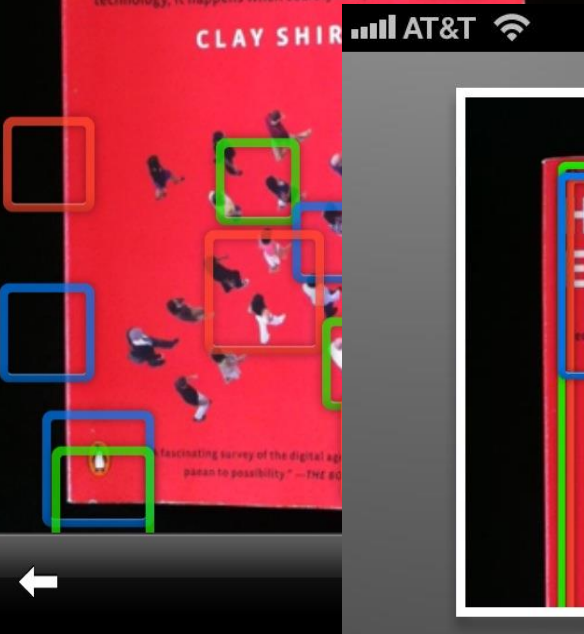
# Ex: Microsoft Tag – Whole Foods Store, Portland, OR, USA



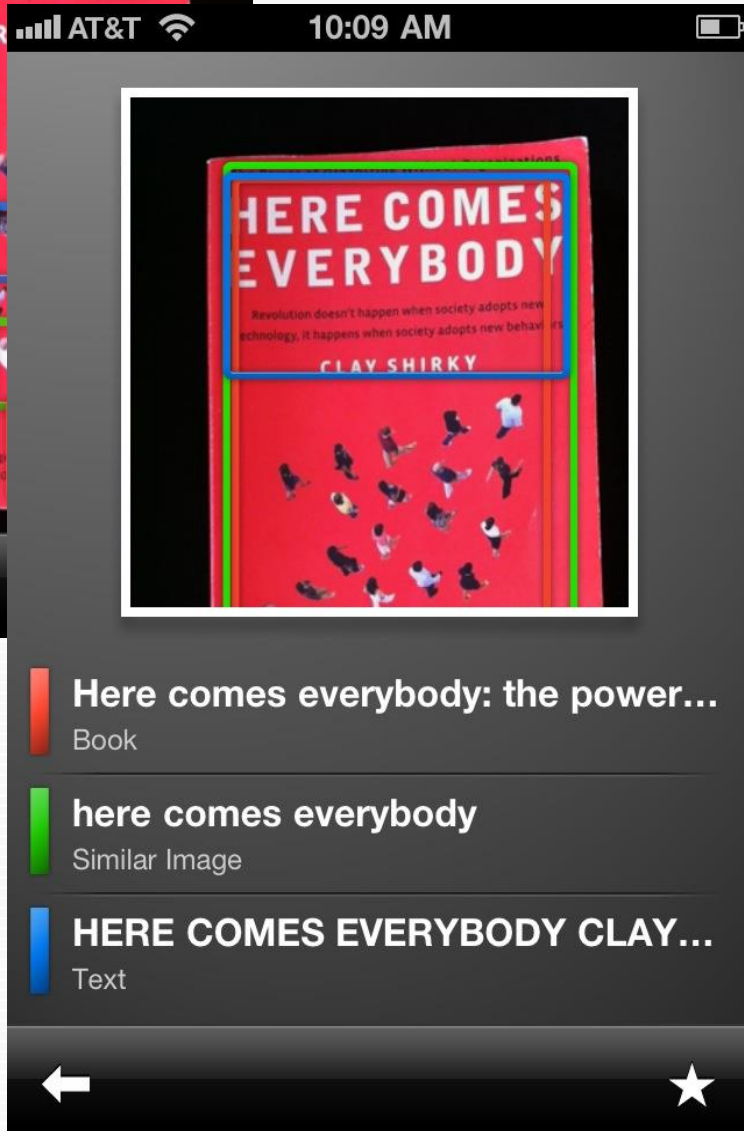


# Visual Search: Google Goggles – recognizes objects & QR Codes



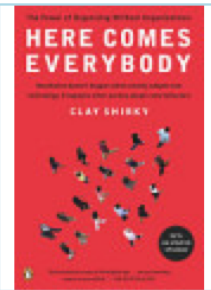


# Scan a book – read reviews, buy the book



Here comes everybody the power of organizing without...

← Here comes every... 📷 ⌵



Book  
**Here comes everybody: the power of organizing without organizations**  
**Author:** Clay Shirky  
**Publisher:** Penguin Books  
**Published:** 2009.02.24  
**ISBN:** [0143114948](#)

<http://www.googl...>

🛒 Product Search

📖 Book Search

**Web** [Options ▼](#)

[Amazon.com: Here Comes Everybody: The Power of Organizing Without ...](#)

★★★★★ 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**

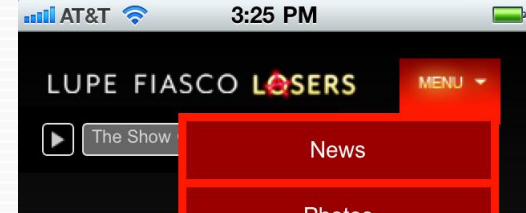
**we can learn from these...**



## LASERS Preview!

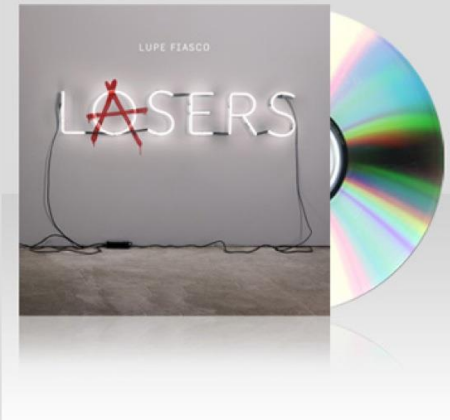
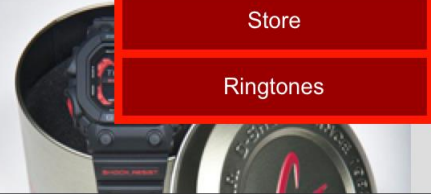


<http://youtu.be/R0eYxi9MPPY>



- News
- Photos
- Fan Photos
- Shows
- Fan Wall
- Twitter
- Store
- Ringtones

WIN THE  
WATCH  
FIASCO  
GOES ON



## STANDARD PACK

CD \$13.00 **ORDER NOW**  
Digital \$11.00 **ORDER NOW**



All orders include an immediate download of "The Show Goes On" and "Words I Never Said" sent at 12:00 EST on 2/8





# 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](http://cityharvest.org)

LEARN HOW YOU CAN HELP: Snap the code with your camera phone, or go to [www.getscanlife.com](http://www.getscanlife.com)



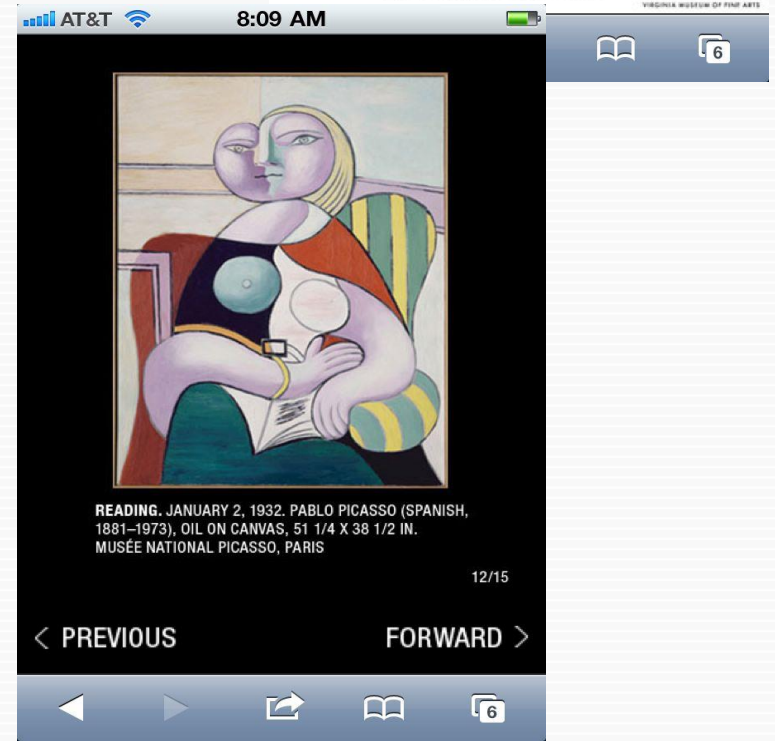
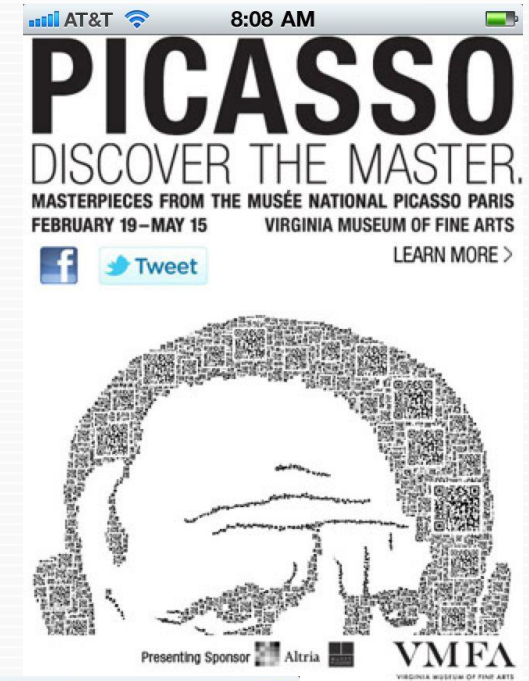
RESCUING  
FOOD FOR  
NEW YORK'S  
HUNGRY

**CITY  
HARVEST**

[cityharvest.org](http://cityharvest.org)

# VIRGINIA MUSEUM OF FINE ART - PICASSO EXHIBIT

VMFA ANNOUNCEMENT: [HTTP://GOO.GL/TDJE1](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

“NFC is perhaps best known for its role in enabling mobile payments, but its applications go far beyond that.”

– Franco Bernabe, GSMA

<http://bit.ly/eGI46K>



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”





# THANK YOU!

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