

2011

QR Codes & Augmented Reality for Mobile Library Users

Robin Ashford

George Fox University, rashford@georgefox.edu

Follow this and additional works at: http://digitalcommons.georgefox.edu/libraries_fac



Part of the [Higher Education Commons](#), and the [Online and Distance Education Commons](#)

Recommended Citation

Ashford, Robin, "QR Codes & Augmented Reality for Mobile Library Users" (2011). *Faculty Publications - George Fox University Libraries*. Paper 13.

http://digitalcommons.georgefox.edu/libraries_fac/13

This Conference Proceeding is brought to you for free and open access by the George Fox University Libraries at Digital Commons @ George Fox University. It has been accepted for inclusion in Faculty Publications - George Fox University Libraries by an authorized administrator of Digital Commons @ George Fox University. For more information, please contact arolfe@georgefox.edu.

QR Codes & Augmented Reality For Mobile Library Users

Robin M. Ashford, MSLIS

Handheld Librarian IV, February 23, 2011



Why Focus On Mobile Users?



<http://www.youtube.com/watch?v=6mCkbrYKQyI>

QR Codes - Overview

- What are QR codes - How do they work
- QR codes in libraries
- Generating QR codes & tracking
- Creating digital profiles
- Proprietary codes and code readers
- Successful QR code campaigns - creativity
- QR code challenges & the future

What are QR (Quick Response) Codes?



- A QR code is a matrix barcode readable by smartphones & mobile devices with cameras (incl new iPod Touch)
- Typically seen as white squares with black geometric shapes
- 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

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> [Print Guide](#) [RSS Updates](#) [SHARE](#) [f](#) [t](#) [e](#) ...

- [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

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](#)

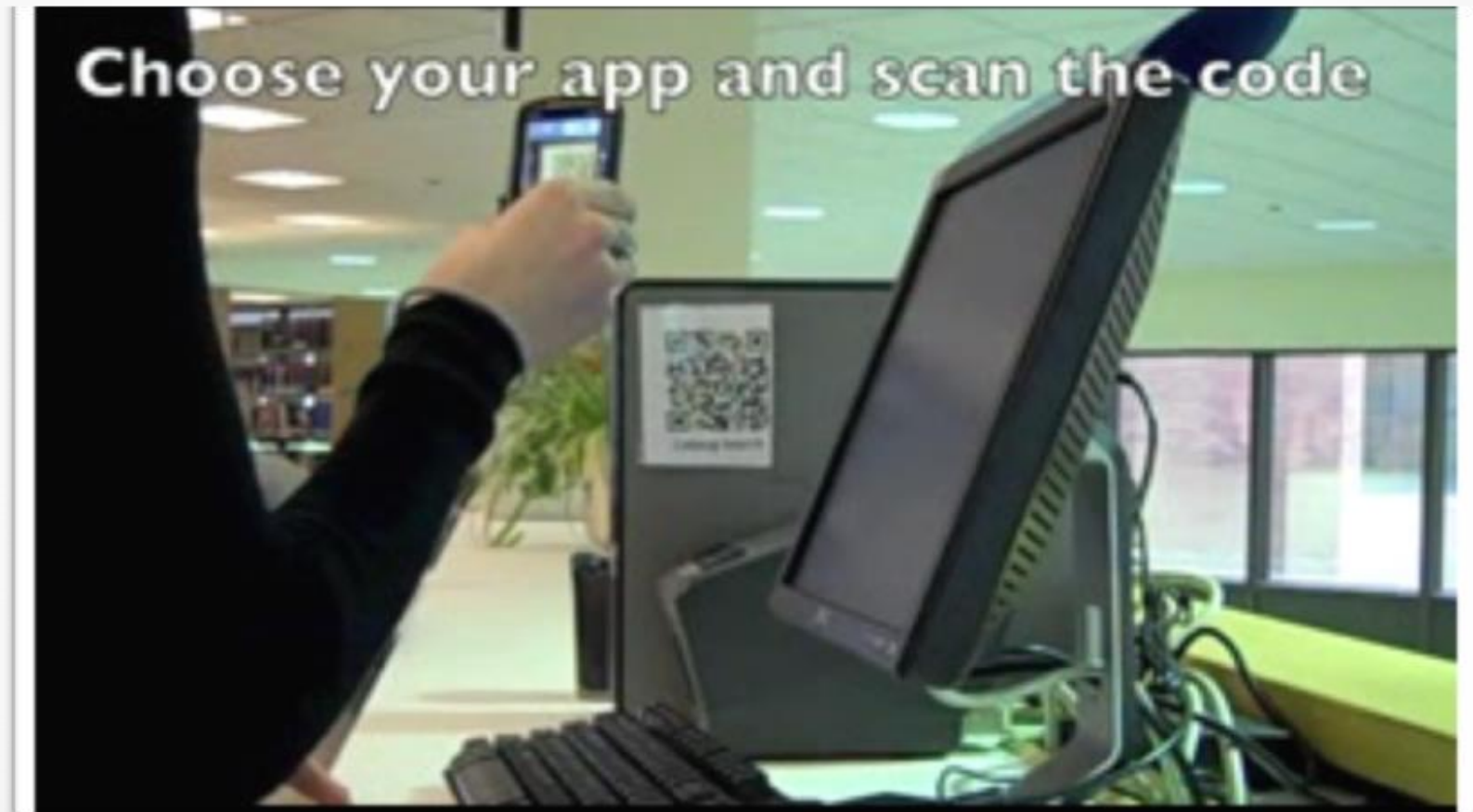
Links:

[Profile & Guides](#)

Subjects:

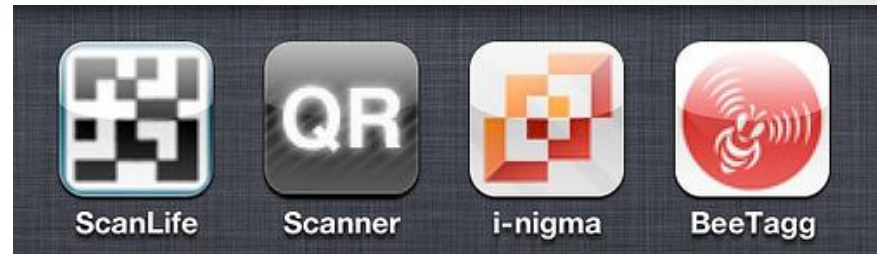
[Technology](#)

QR Codes @ CLC - Creative Library Video



<http://www.youtube.com/watch?v=O6Jk1bfobXA>

QR Code Apps: Free, easy, quick



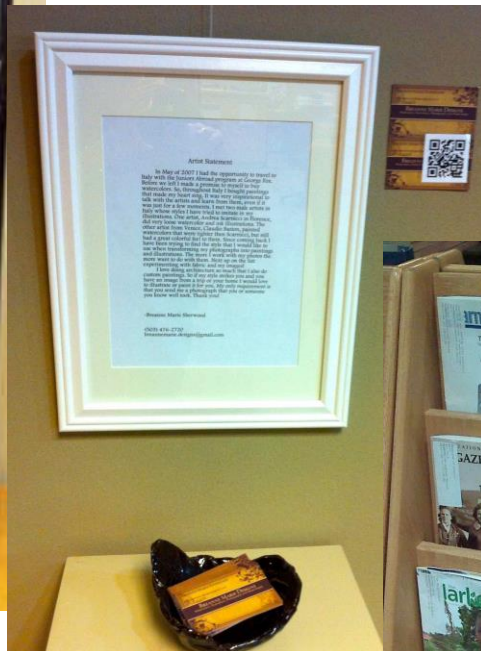
Note: In most cases any app will work, but there are exceptions – query your app store for QR or barcode reader - or text the word SCAN to 43588 (standard data rates apply)

Examples: QR Codes GFU Libraries

Film trailers



Art shows & exhibits



Room reservations

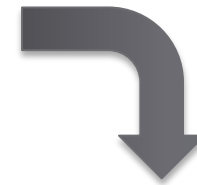
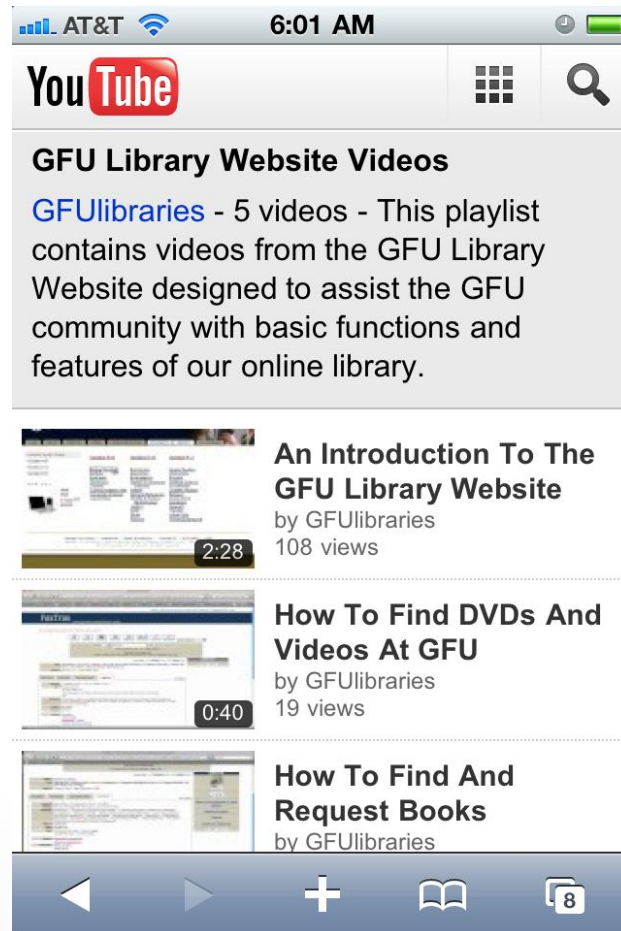


More on flickr:
<http://bit.ly/dVd26J>

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





- 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 Catalog

This code provides
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

Library Vendors & QR Codes
















**Music Online**

Home Browse **Advanced Search** Playlists

Search » Results

Search Results

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

1. **Album:**    *Leavin'* performed by Natalie Cole
2. **Album:**    *Day Dreaming* performed by Natalie Cole
3. **Album:**    *Ask A Woman Who Knows* performed by Natalie Cole
4. **Album:**    *We All Love Ella: Celebrate the Music of Ella Fitzgerald* Linda Ronstadt (Singer); Lizz Wright; Dianne Reeves; Chaka Khan (Singer), Rob Mounsey (Conductor)
5. **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](#)



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

Promotional Cards/Posters to Library Mobile Websites

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.



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:

```

```

QR-CODE GENERATOR

Content type:

☒ URL ☐ Text ☐ Phone Number ☐ SMS

Content:

URL:

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

Size:

[Generate!](#)

Batch QR Codes & Tracking/Analytics



<http://bit.ly/e6Qzg6>

How to track QR codes in Google Analytics

<http://bit.ly/i1W7Yc>



How To Create a QR Code and Track with Bit.ly

<http://bit.ly/g17Dt1>

Paste your long URL here:				Shorten	http://goo.gl/...
All goo.gl URLs and click analytics are public and can be shared by anyone.					
Clicks for the past: two hours day week month all time					
Long URL	Short URL	Created	Clicks		
www.redclayinteractive.com/	goo.gl/0jL6x	1 hour ago	1	Details »	
timzack.com.qr/	goo.gl/nJQRu	1 hour ago	0	Details »	
timzack.com/	goo.gl/xtZpD	1 hour ago	0	Details »	
www.redclayinteractive.com.qr/	goo.gl/vtVN	Oct 21, 2010	0	Details »	
Page 1 of 1					

Contact Information –Business Cards– Digital Profiles



Jumpscan - All-In-One QR Code

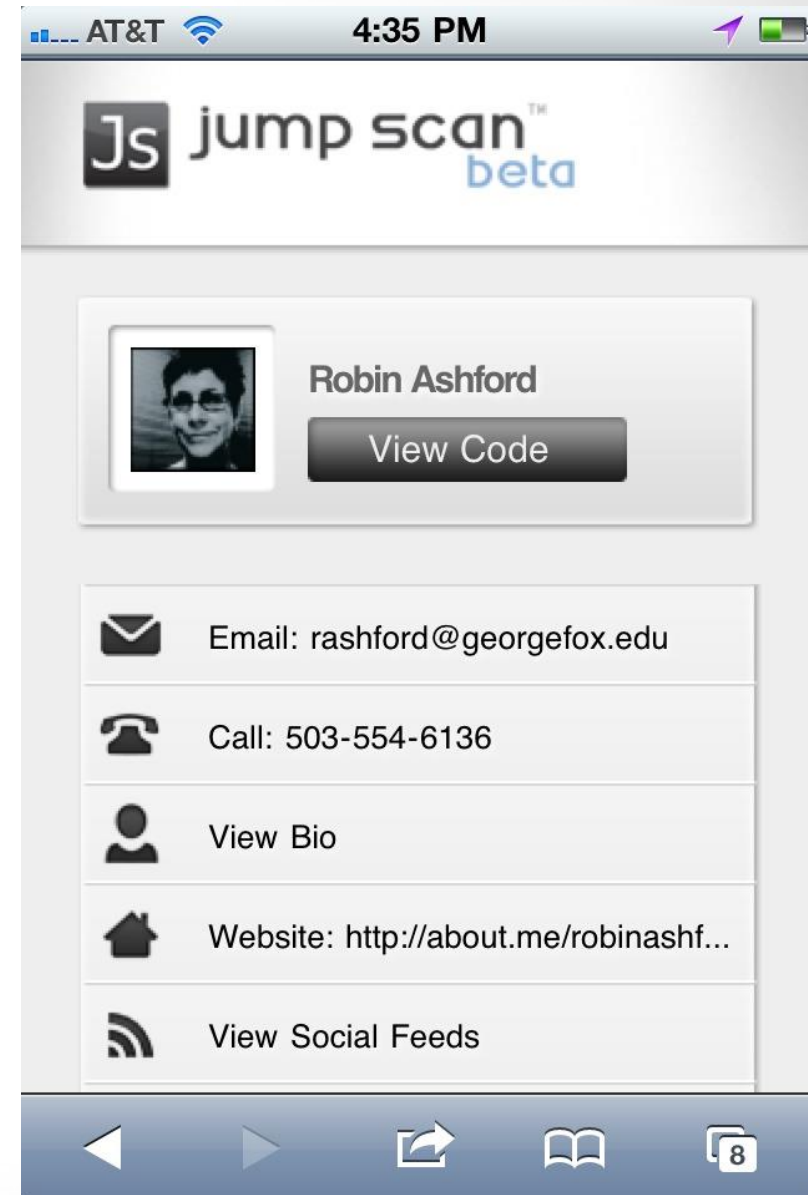
<http://youtu.be/iAux63XNcgc>

Creating a Contact Code with ScanLife

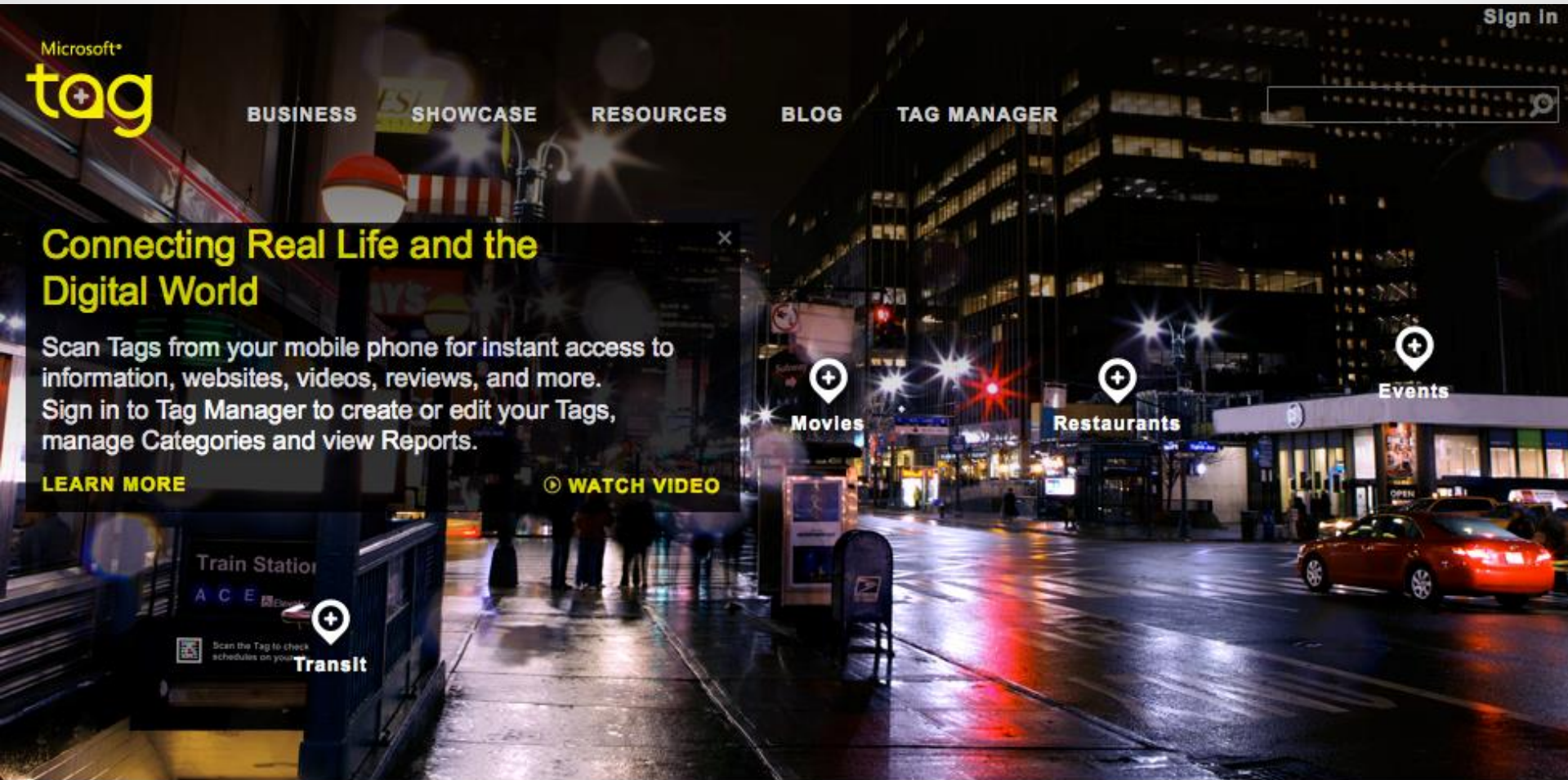
<http://youtu.be/TZdWnvCNZ9Q>

Create QR-Code Business Cards for Free

<http://youtu.be/jJPBuWFEpel>



Proprietary Codes and Readers - Microsoft tag



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
Scan the Tag to check schedules on your phone
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.

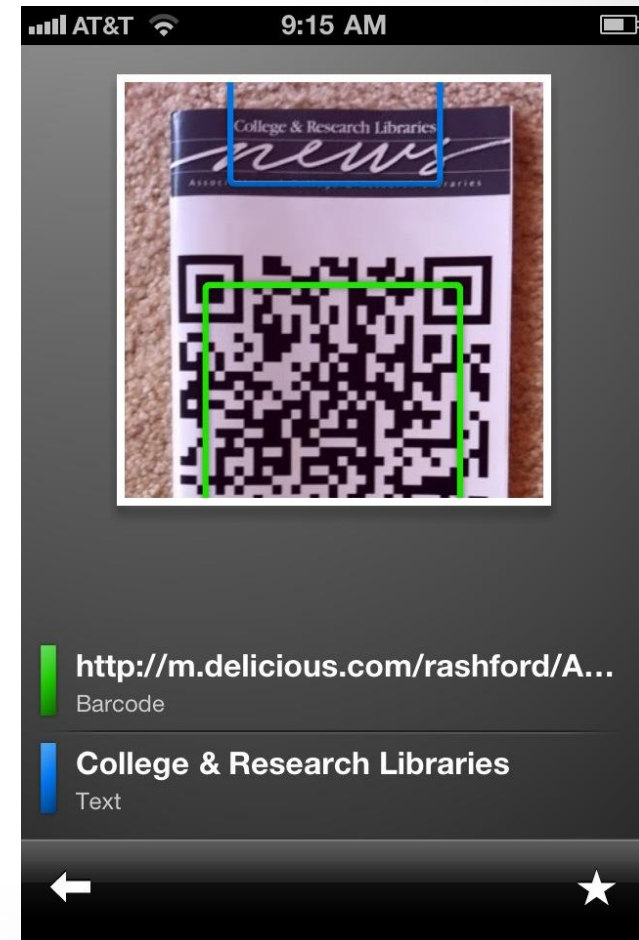
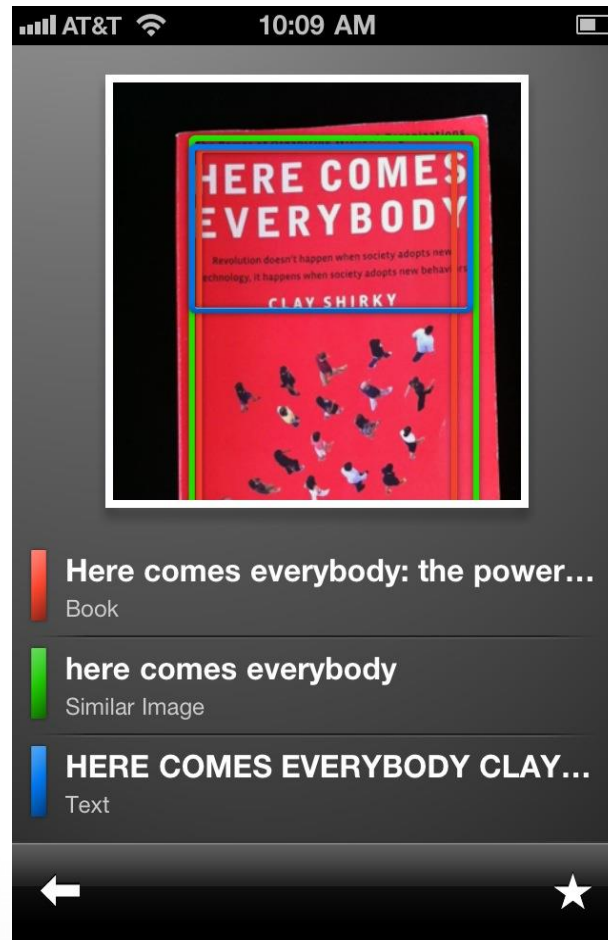
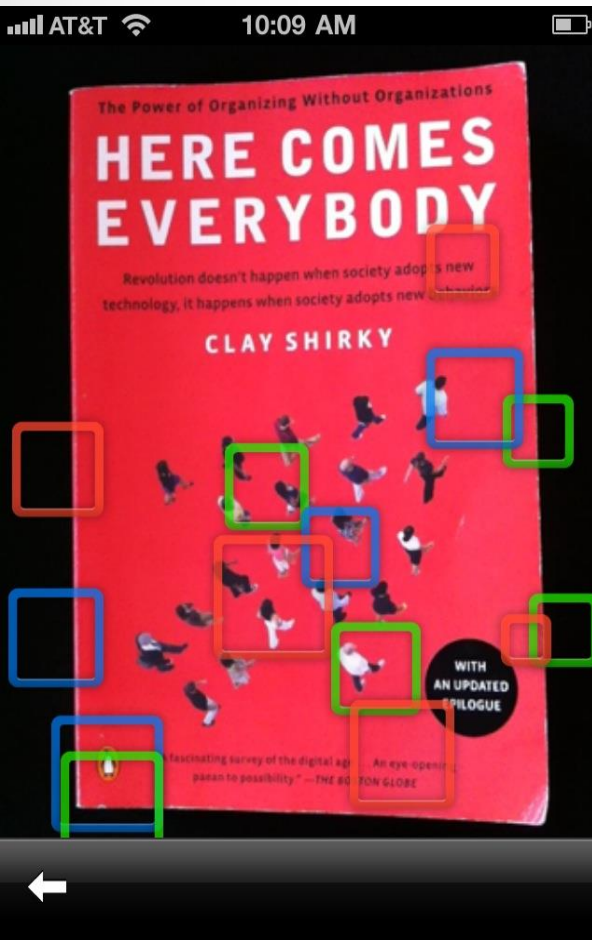
Tag for Business

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

<http://youtu.be/OuDTIDfAbWU>

Visual Search - Google Goggles & QR Codes

Scan Objects & QR Codes

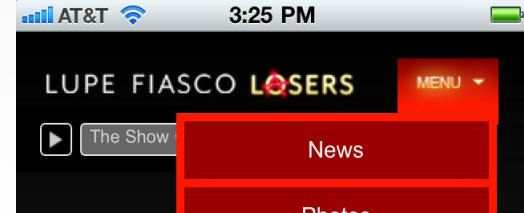




LASERS Preview!

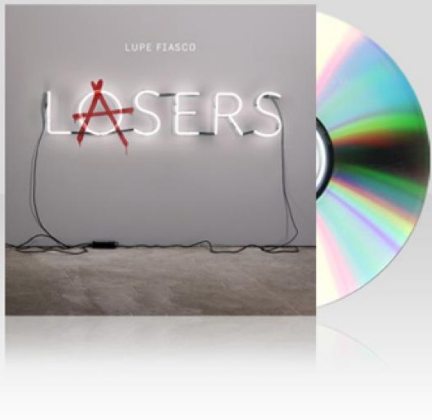
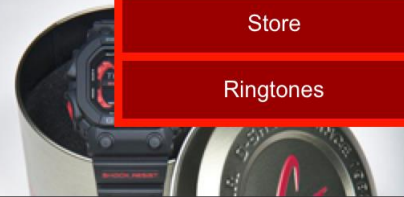


<http://youtu.be/R0eYxi9MPPY>



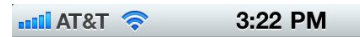
- News
- Photos
- Fan Photos
- Shows
- Fan Wall
- Twitter
- Store
- Ringtones

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



VMFA Picasso Exhibit


QR Codes & Augmented Reality


AT&T 8:08 AM

PICASSO

DISCOVER THE MASTER.
MASTERPIECES FROM THE MUSÉE NATIONAL PICASSO PARIS
FEBRUARY 19–MAY 15 VIRGINIA MUSEUM OF FINE ARTS

[f](#) [Tweet](#) [LEARN MORE >](#)




Presenting Sponsor  **VMFA**
VIRGINIA MUSEUM OF FINE ARTS

Navigation icons: back, forward, share, book, 6



AT&T 8:09 AM



READING. JANUARY 2, 1932. PABLO PICASSO (SPANISH, 1881–1973), OIL ON CANVAS, 51 1/4 X 38 1/2 IN. MUSÉE NATIONAL PICASSO, PARIS

12/15

[< PREVIOUS](#) [FORWARD >](#)

Navigation icons: back, forward, share, book, 6

Picasso Augmented Reality Exhibits

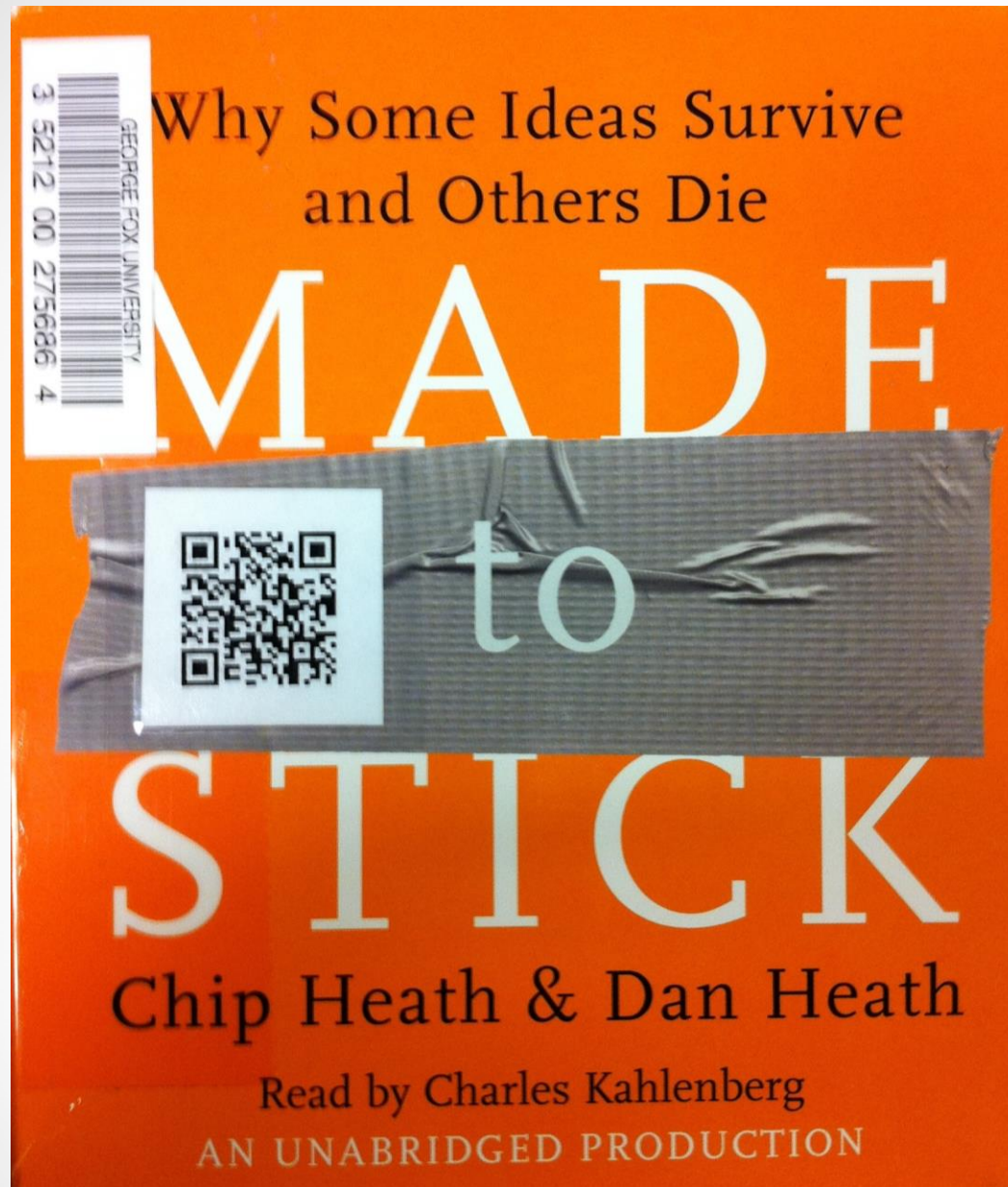
“Ads sporting QR codes will soon go up in 33 Starbucks locations in Richmond. Go inside and you can see [augmented reality](http://mashable.com/2011/02/10/qr-codes-picasso/) visions of Picasso’s art on the walls using a Layar (AR) browser. Fans in Philadelphia will also be able to see the exhibit via 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 an internet enabled device (many still do not)
- Websites not yet mobilized
- Poor implementation of QR codes
- Not the prettiest (barcode graffiti)
- Need for education and promotion
- Privacy issues
- Overuse
-



Future?

Will QR codes
mainstream in
North America?
In the UK? Other
regions? Does it
matter?

How long will QR
codes stick
around?

What is Augmented Reality

AR overlays virtual data with what you see in the real world

- AR is interactive combining the real and virtual, and can also be displayed in 3D
- The technology functions by enhancing one's current perception of reality
- The term “augmented reality” has been around since the 1990s

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

Augmented Reality: The Future of Education

Concept Video



<http://vimeo.com/groups/gpm/videos/2341387>

Augmented Reality Explained by Common Craft



<http://www.youtube.com/watch?v=D-A1l4Jn6EY>

<http://www.commoncraft.com/augmented-reality-video>

Location-Based Augmented Reality Tours / Scavenger Hunts & More

- Tagwhat Social Augmented Reality Network

http://www.youtube.com/watch?v=DNtpWm_6Dqk

- Junaio AR— Showreel 2010

<http://www.youtube.com/watch?v=kaIUfaJC4DM>

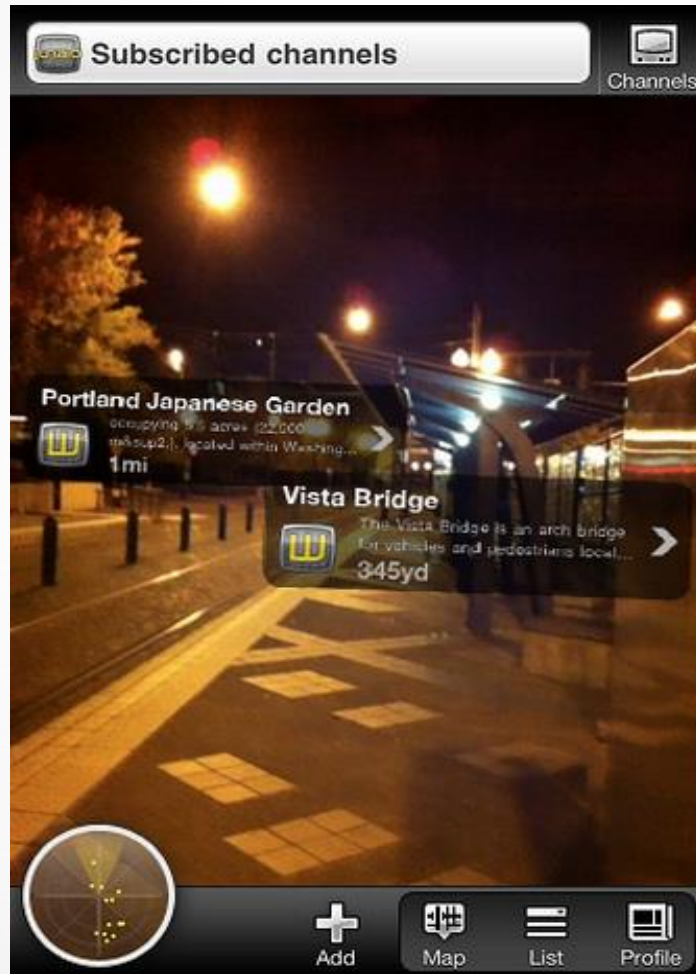
- Layar-worlds first mobile Augmented Reality browser

http://www.youtube.com/watch?v=b64_16K2e08

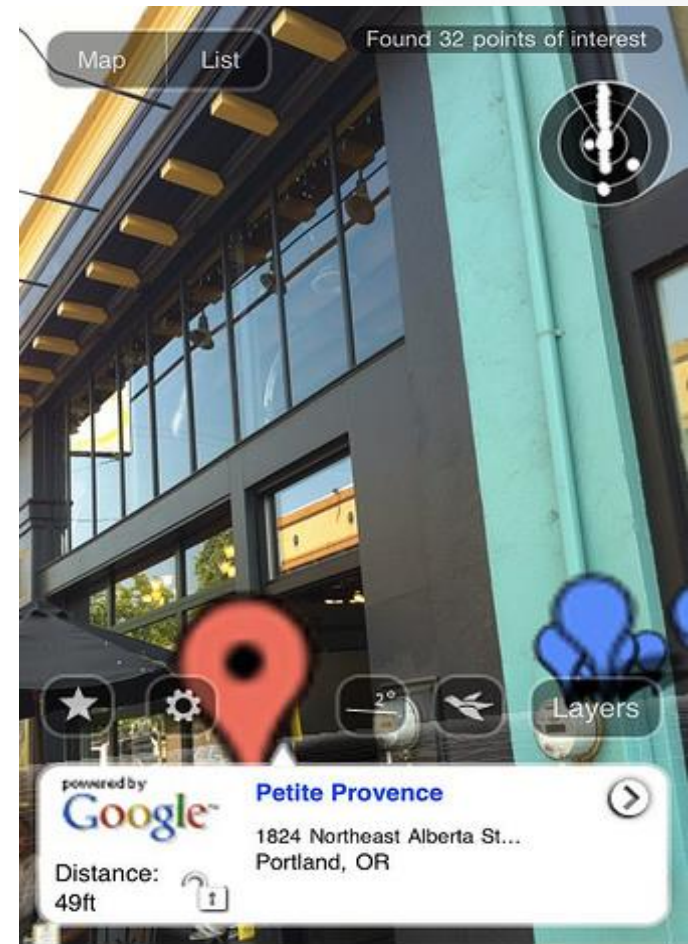
Hoppala Augmentation Screencast

<http://www.youtube.com/watch?v=88L3ds7t8Ws>

Location-Based Augmented Reality Apps



junaio app with wikipedia info



Layar app with Google info

Location-Based Augmented Reality

**Tag Places – Create
campus & library tours**

**Use existing information
or create your own story**



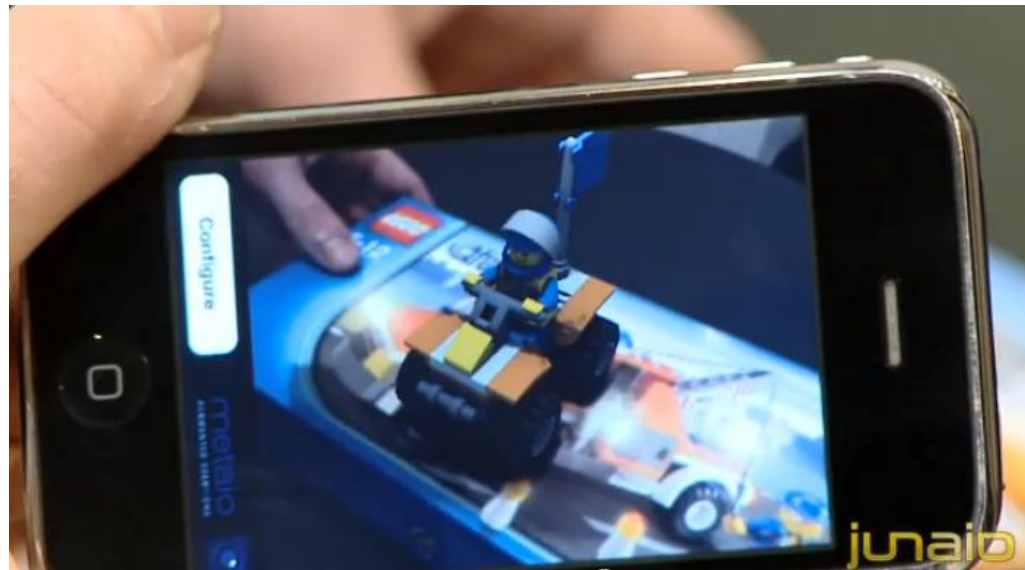
Augmented Reality – 3D

- Augmented Reality: See How It Works
<http://www.youtube.com/watch?v=NK59Beq0Sew>
- Esquire's Augmented Reality Issue: A Tour
<http://youtu.be/LGwHQwgBzSI>



Augmented Reality -3D Moves to Mobile

Junaio AR Browser with Image Recognition and Tracking for the iPhone - Lego mobile



<http://youtu.be/8jG5Qeh1qIE>

- Metaio presents: next gen augmented reality browsing – mobile 3D AR
<http://youtu.be/Tz-lYtzKpTo>

Augmented Reality - Mobile

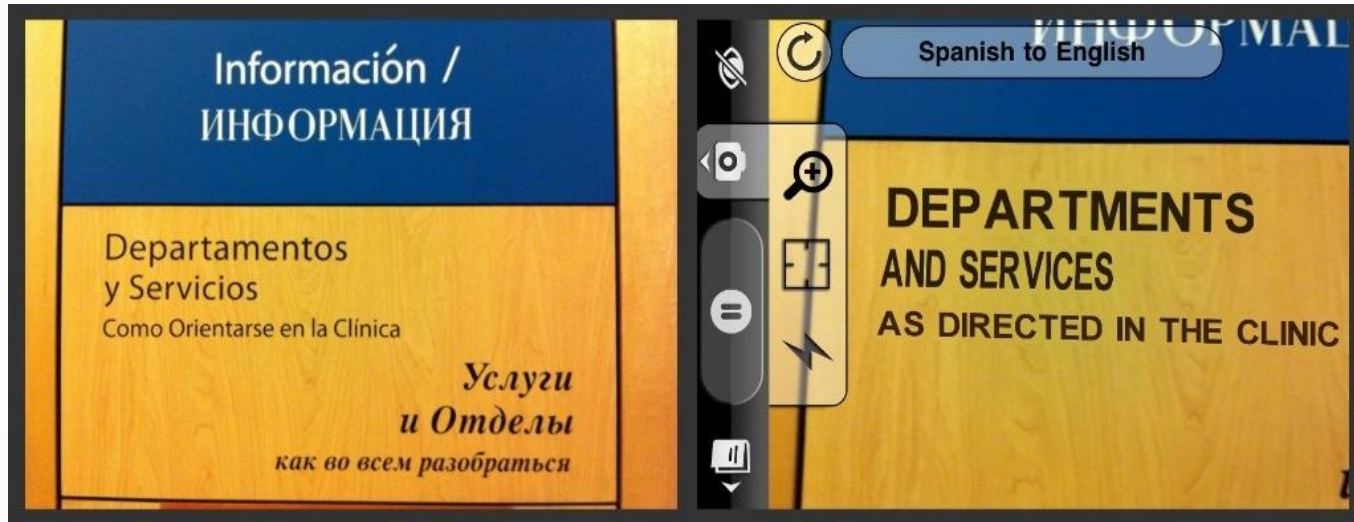
- The world's first mobile Augmented Reality Special Magazine Edition (Junaio AR App)



<http://youtu.be/LRceOYbrVzc>

Practical Augmented Reality

- Word Lens – Translate Spanish / English Signs

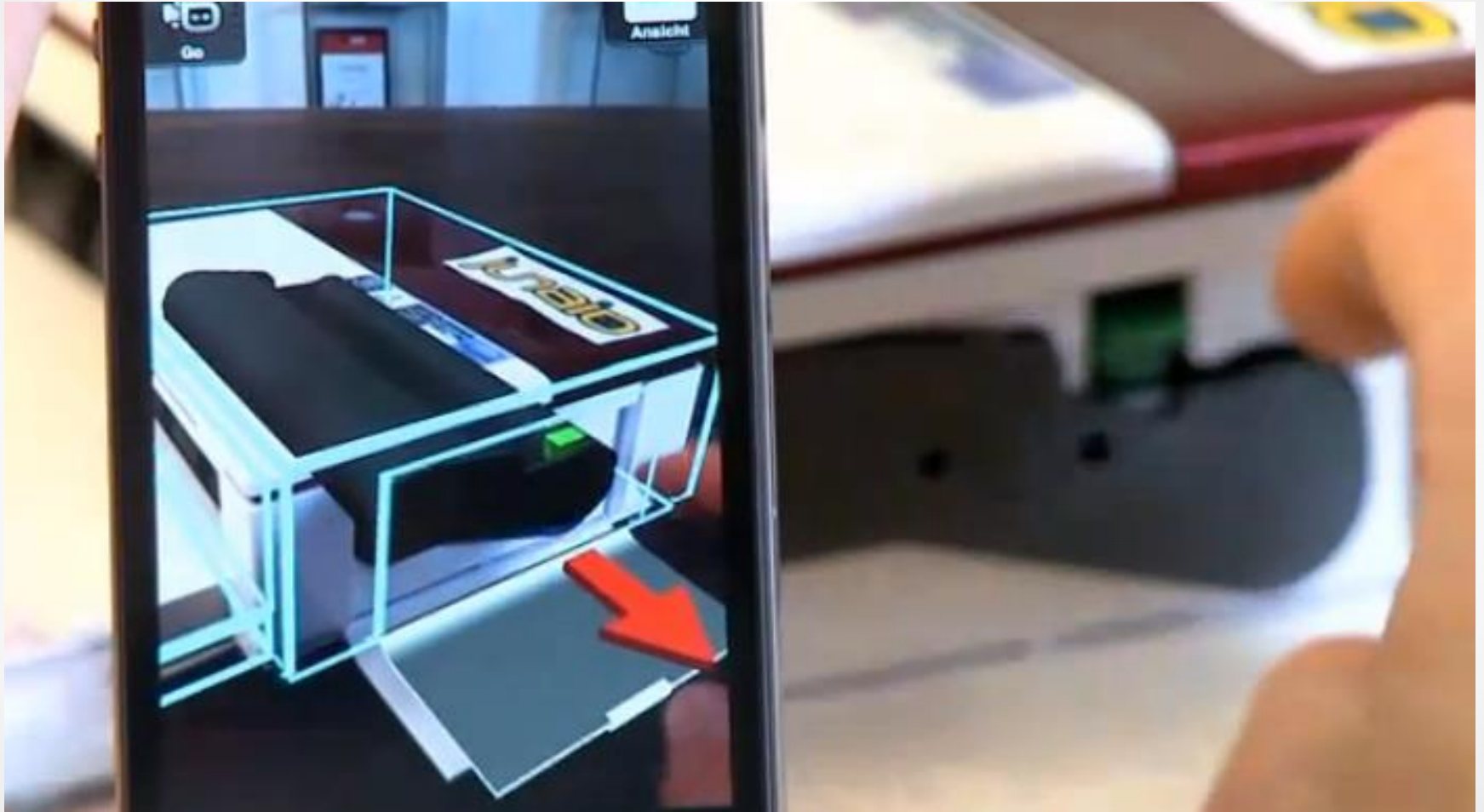


<http://youtu.be/h2OfQdYrHRs>

- Augmented M-Commerce Trying on Glasses App with Face Tracking for iPhone 4

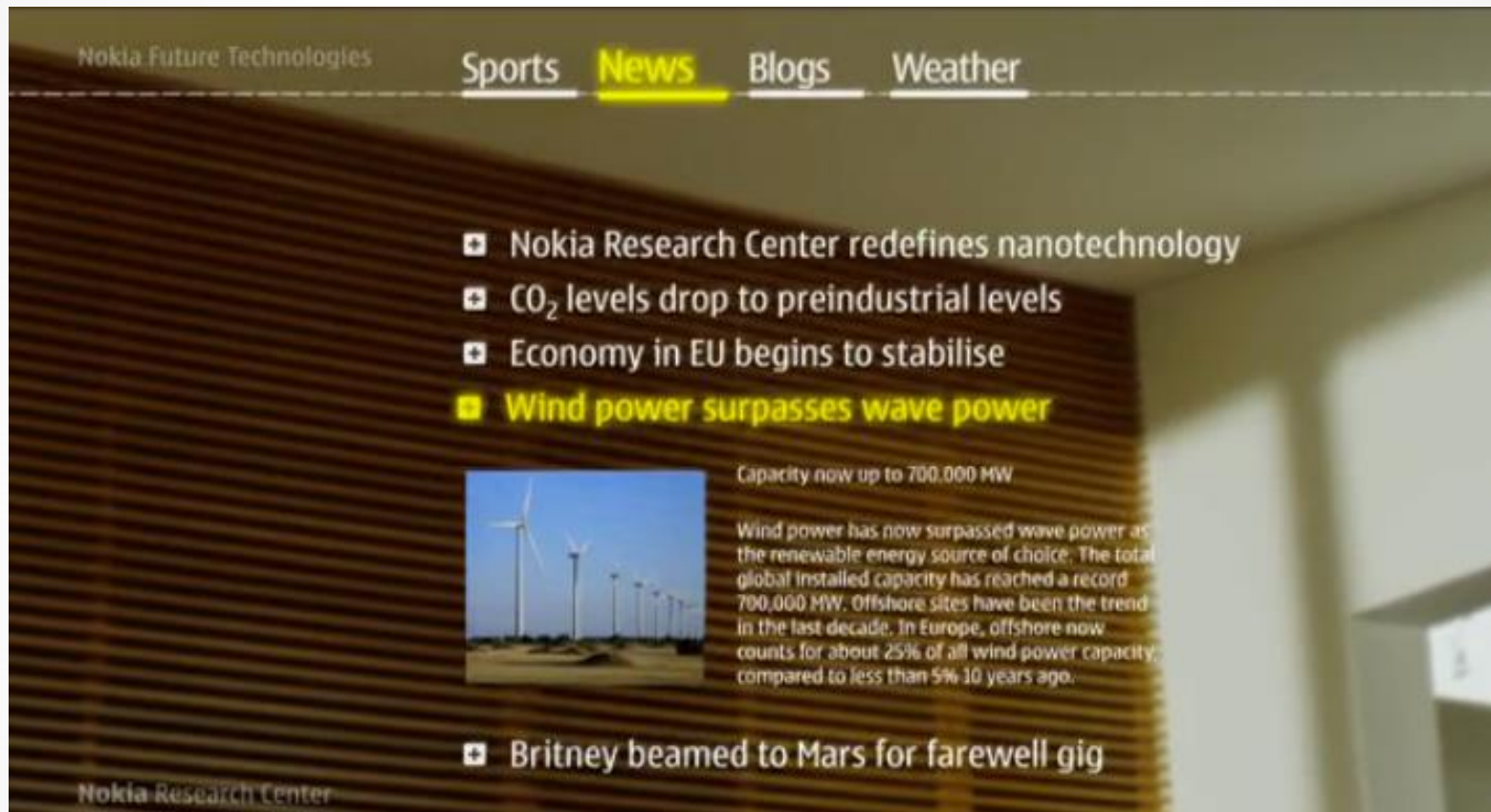
<http://www.youtube.com/watch?v=agwFbTwg9HA>

Making Life Easier with Augmented Reality



http://www.youtube.com/watch?v=_6FMABGBMjY

The Future – Mixed Realities?



<http://www.youtube.com/watch?v=CGwvZWYLiBU>

- A Day Made of Glass...Made possible by Corning
http://www.youtube.com/watch?v=6Cf7IL_eZ38

Augmented Reality

Still early – 2010 Horizon Report: 2-3 years out,
but definite educational potential

Challenges:

- Specific and proprietary apps
- Smart mobile devices must have GPS and compass
- Not widely accessible & knowing when available
- Mainly entertainment and business marketing at this time



On the horizon – potential game changers:

“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>



geoloqi

A secure, real-time mobile and web platform for location sharing.



“Geoloqi is a private, real-time mobile & web platform for securely sharing location data, with features such as Geonotes, proximal notification, and sharing real-time GPS maps with friends”.

<http://geoloqi.com>

Additional Links

- QR Codes and Simple Augmented Reality in Academic Libraries
<http://www.slideshare.net/RobinAshford/qr-codes-simple-augmented-reality-in-libraries-final>
- QR Codes and Academic Libraries: Reaching Mobile Users
<http://crln.acrl.org/content/71/10/526.full.pdf+html>

YouTube Playlists

- QR Code Presentation Playlist
http://www.youtube.com/view_play_list?p=74AFDF9783D0DD69
- Augmented Reality Presentation Playlist
http://www.youtube.com/view_play_list?p=B793503A1C5995A4

Library related QR code Links

- Project Gutenberg E-Books via QR Codes

http://www.gutenberg.org/wiki/Main_Page

- Alexander Street Press Music Online Database

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

<http://www.flickr.com/photos/25095603@N07/4786138594/>

- Gale QR Codes to Database Apps

<http://www.gale.cengage.com/apps/aml/CollegeLibrary/>

<http://www.gale.cengage.com/apps/aml/SchoolLibrary/>

<http://www.gale.cengage.com/apps/aml/PublicLibrary/>

- Library Success: A Best Practices Wiki - QR Code Uses

http://www.libsuccess.org/index.php?title=QR_Codes