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Chapter 1 : Scan QR Codes with your WebCam

Decoding QR Codes needs nothing more than a mobile phone or tablet and a QR Code reader that is installed on that device. These QR Code readers are freely available to download from all App Stores. To scan the Code, simply launch the App and wait until the camera automatically detects it.

So what is a QR code and why is it important? Perhaps a bit odd looking at first, this code is something which small business owners and entrepreneurs need to be aware of since it is increasingly becoming an important tool. The QR code is basically a natural extension of the conventional barcode, which has been around since the mid s on everything from supermarket groceries to large container shipments. It was designed in for Japanese auto-makers to track car parts. The main advantage is that you can store up to a hundred times more information on a QR code than on a conventional horizontal barcode. In addition, QR codes can be scanned from any direction for degrees. This makes them easier for your device to read and lessens the possibility of background interference. A QR code reader can be downloaded onto a smartphone by anyone, and they are mostly free of charge. This means that any customer can walk into your business with his or her smartphone, and scan a QR code which you have generated. Both are free of charge. There are many websites allowing you to generate QR codes and again, most are free of charge. You can then download them to your computer for printing. So it is simply a case of selecting the options that works best for you. Use it as a discount code to be taken to the checkout counter for 10 percent off, for example. Use it on your business card with your contact details embedded inside the code. Use it to link to a Google Maps location for your new store location perhaps. Use it to link to a YouTube video or channel perhaps demonstrating new products or funny company videos. Use it to embed pricing for your products as an alternative for more conventional price tags. Put the code on the tables and walls of your restaurant as an easy way for customers to send off a Foursquare or Facebook status update. Put a QR code at the end of promotional videos taking viewers to a landing page on your website. Hopefully, you can see by now the advantages of using QR codes in your business. The codes can help you store a tremendous amount of information and provide a creative new way of engaging customers. Encourage them to get their phones out and start scanning. Offer an incentive of a discount available only to customers through the code. Had they been in place, QR Codes would have been a game changer. Though as GigaOM points out , not all application of QR codes uses the technology to its best advantage. For example, the site mentions QR codes that have been seen on the backs of buses where they are impossible to scan, or QR codes linking to websites not optimized for mobile devices. But that may not mean that QR codes are obsolete as a tool for small business. Consider the above applications for QR codes in your business. Creative use of the technology may still give you unexpected advantages when engaging your customers and boosting sales.

Chapter 2 : QR Code Generator - Free to Generate Custom QR Codes

Free Online QR Code Generator to make your own QR Codes. Supports Dynamic Codes, Tracking, Analytics, Free text, vCards and more.

At the application layer , there is some variation between most of the implementations. Typically, a smartphone is used as a QR code scanner, displaying the code and converting it to some useful form such as a standard URL for a website, thereby obviating the need for a user to type it into a web browser. Although initially used to track parts in vehicle manufacturing, QR codes are used over a much wider range of applications. These include commercial tracking, entertainment and transport ticketing, product and loyalty marketing and in-store product labeling. They can also be used in storing personal information for use by organizations. Many of these applications target mobile-phone users via mobile tagging. Users may receive text, add a vCard contact to their device, open a URI, or compose an e-mail or text message after scanning QR codes. They can generate and print their own QR codes for others to scan and use by visiting one of several pay or free QR code-generating sites or apps. Google had an API , now deprecated, to generate QR codes, [13] and apps for scanning QR codes can be found on nearly all smartphone devices. This act of linking from physical world objects is termed hardlinking or object hyperlinking. QR codes also may be linked to a location to track where a code has been scanned. The coin can be scanned by a smartphone and link to a special website with contents about the historical event and design of the coin. When scanned with an internet-enabled mobile device, the code goes to a website which tells the centenary story of Nigeria. It contains a QR code into its design, and when scanned with an internet-enabled mobile device, the code goes to a website that details the historical and technical background of the commemorative note. In , the Bank of Ghana issued a 5-cedis banknote to commemorate 60 years of Central Banking in Ghana, and contains a QR code in its design, which when scanned with an internet-enabled mobile device, that code goes to the official Bank of Ghana website. Credit card functionality is under development. It will also have the capability of accepting payments on the unified payments interface UPI platform. These devices support URL redirection , which allows QR codes to send metadata to existing applications on the device. Many paid or free apps are available with the ability to scan the codes and hard-link to an external URL. URLs URLs aided marketing conversion rates even in the pre-smartphone era, but during those years faced several limitations: The chances were high that they would forget to visit the site later, not bother to type a URL, or forget what URL to type. Semantic URLs decreased these risks but did not eliminate them. Some of these disadvantages to URL conversion rates are fading away now that smartphones are putting web access and voice recognition in constant reach, with QR code providing the URL for instant access. Virtual stores During the month of June , according to one study, 14 million mobile users scanned a QR code or a barcode. QR code payment QR codes can be used to store bank account information or credit card information, or they can be specifically designed to work with particular payment provider applications. There are several trial applications of QR code payments across the world. QR codes are commonly used in the field of cryptographic currencies, particularly those based on and including Bitcoin. Authentication is performed by the smartphone which contacts the server. Google tested such a login method in January This only specifies static SSID passwords i. PSK , this does not encode dynamic user credentials i. The format of the encoded string is: Special characters "", ";", "," and ": The barcode scanner feature in Firefox for Android recognizes the data type as "WLAN login" but currently takes no action. Encryption Japanese immigration landing permission with a QR code at the bottom. The QR code content is encrypted. Encrypted QR codes, which are not very common, have a few applications. For example, there is an Android app, [43] that manages encryption and decryption of QR codes using the Data Encryption Standard algorithm. The processor locates the three distinctive squares at the corners of the QR code image, using a smaller square or multiple squares near the fourth corner to normalize the image for size, orientation, and angle of viewing. The small dots throughout the QR code are then converted to binary numbers and validated with an error-correcting algorithm. Storage The amount of data that can be stored in the QR code symbol depends on the datatype mode, or input character set , version 1, â€¦, 40, indicating the overall dimensions of the symbol,

i. The maximum storage capacities occur for version 40 and error correction level L low , denoted by L:

Chapter 3 : What Is a QR Code and How Does It Work? - Small Business Trends

QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed in for the automotive industry in Japan. A barcode is a machine-readable optical label that contains information about the item to which it is attached.

Sign up for our daily recaps of the ever-changing search marketing landscape. We respect your privacy. Marc Lyne on October 15, at 2: Do you know what is coming that may benefit your small business? Have you heard of QR codes yet? Here is a quick introduction: What Are QR codes? They look like this: They come to us from Japan where they are very common. QR is short for Quick Response they can be read quickly by a cell phone. They are used to take a piece of information from a transitory media and put it in to your cell phone. Once it is in your cell phone, it may give you details about that business allowing users to search for nearby locations , or details about the person wearing the t-shirt, show you a URL which you can click to see a trailer for a movie, or it may give you a coupon which you can use in a local outlet. The reason why they are more useful than a standard barcode is that they can store and digitally present much more data, including url links, geo coordinates, and text. The other key feature of QR Codes is that instead of requiring a chunky hand-held scanner to scan them, many modern cell phones can scan them. The full Wikipedia description is here. How does the cell phone read the code? The cell phone needs a QR code reader, like this one from Kaywa. It takes literally 1 minute for someone with an iPhone or Android phone to find and install the reader. How do you generate a code? You can easily generate a QR code using a site like Kaywa. Google also has a tool â€" see our separate article about that: How can you use QR codes to benefit search marketing? We are only just scratching the surface of how they will be used. We have added one to every business listing in our directory. Here are a few examples of how others are using them. A business card company showing how they are using them for businesses: In print that links the user straight to a web site: Skip to half way in this video to see some examples: How will Google see them? If you add them to your website, the search engines will see that your pages have changed, and that you are updating pages. The search engine will see a new image and index it accordingly. At some point soon, the search engines will likely recognize QR codes and possibly index the content in them. Will your customers use them? Those that do use QR codes will definitely have a high tech know-how and may be more receptive to your presence on the web, your Twitter presence, Facebook, MySpace, YouTube etc. How could you use a QR code? Your business, no matter how small or large, could use QR codes in a number of ways. You might auto generate one next to every product on your web site containing all the product details, the number to call and the URL link to the page so they can show their friends on their cell phone. You could add one to your business card containing your contact details so its easy for someone to add you to their contacts on their cell phone. Add them to any print advertising, flyers, posters, invites, TV ads etc containing:

Chapter 4 : QR code - Wikipedia

Allows to read a QR Code with you WebCam using HTML5 WebRTC API.

Besides the black and white version, you can also create a colored QR code. For these codes to work without problems, make sure the contrast is sufficient and the result is not a negative in terms of color. To make your QR code even better, you can also get a QR code with logo. The QR code will be generated automatically as you type. QR codes are the way to go to create a link between the real world products tagged with the QR code and the Internet. Because QR codes make it so easy to transfer a web link to a mobile phone, they provide a significantly lower barrier to visit a site with a smart phone. But you can also work with other texts and data, such as advertising messages, telephone numbers and even entire business cards in vCard format. Just encode them with our QR code generator to easily transfer the data to mobile devices. Their key feature is that the stored QR code destination address URL can be changed at any time and as often as you want â€" even if e. Adjust your advertising campaigns at any time or correct errors for example if a wrong web address was used. Learn moreâ€¦ Important Note: Keep in mind before printing that it is not possible to convert static QR codes into dynamic QR codes because of technical limitations. The QR code 2D barcodes a group of barcodes the QR code belongs to are comparable to common, one-dimensional bar codes as they are e. However, QR graphics are able to store much more data, they can include over characters on a very small space. The most prominent use-case for QR codes is the area of mobile marketing. Because there is free QR code software to read QR codes for almost every smartphone with a camera e. The user just needs to scan the code instead of typing long, unpleasant web addresses. However, a QR image can even be scanned and decoded with older mobile phone cameras and models without Internet access as QR code readers are available for free for less common and legacy platforms. In particular, QR code business cards are perfect to enable others an easy and typo-free import of your own contact details. Just print a vCard QR code on your business card. Therefore, it is possible to style some parts of QR codes. For example, our generator is able to change the foreground and background color of a code and it is also possible to embed a logo, e. Embedding content matching logos or icons helps the user see what to expect from the QR code before scanning, even though the QR code contents will not be displayed before scanning the code. QR codes with design are even more modified, they provide a more artsy look than just an image-logo placed in the center of a QR code. Our partner VisuaLead offers numerous functions with which you can let your creativity run wild. Create unique, professional QR codes. The increased attractiveness of QR codes with design invites your users to scan the code even more than with a simple logo. A QR code is a two-dimensional code 2D code, matrix code , this means it contains data not only in one dimension e. QR codes are also often called 2D barcodes. The QR code was invented by the automotive industry. Toyota asked their supplier Denso Wave to develop a barcode to safely and easily identify components. QR generators were originally used in industrial applications. Therefore, they had to be easily printable in form and size as well as staying legible when partially destroyed or dirty. Like other codes, the QR code symbol can be captured with imaging devices like a camera and then digitally processed. A software prepares the captured image data until it can be algorithmically processed according to the QR code standard so the QR code content can be read. This process is assisted by the use of the Reed-Solomon error correctionâ€"which is also used for audio CDs to ensure that the data can still be read correctly even with small scratches on the surface. Modern mobile phones are powerful enough to run QR code reading software and also usually provide a camera. This combination brought up a variety of possibilities to use the QR code to easily transfer data without typing to the peoples new communication center, the smartphone. Therefore, a widespread use of QR codes became possible with the recent smartphone boom and the increasing spread of mobile internet. What is a QR code generator? A QR code generator is a software which stores data into a QR code for example a text or a website address. Now you may print your free QR code or embed it on your website to make it available to others. How to create a QR code? See What is a QR code generator? In German, QR-Code mind the hyphen! Supported QR Generator graphic formats? Are QR codes legally protected? What is the licensing policy? However, the patent owners decided not to

exercise the rights resulting therefrom. Also a usage registration is not necessary. Nevertheless a word of warning: Please be aware that a QR code image itself may be copyright protected when created by a third party and therefore may incur usage charges or other fees, depending on the license terms of the used QR code generator. The QR codes created on goQR. So make sure to always create your QR codes with our generator. Is it possible to create different QR codes for the same content? Even if all input data and the chosen error correction level ECC are identical, there are various graphical representations of a legible and valid QR code with the same content. The reason is that there are eight possible data masks which influence the pattern. These masks exist to prevent some module patterns which are hard to decode. Not every data mask is really suitable for every content. However, many QR code generators do not take the testing and determination of the best mask seriously, although this may result in less legible but still valid QR codes. And yes, it is possible to to customize a QR code with a logo, lettering, picture or some company color schema. QR code with logo. Use our service to make your QR codes more efficient. An image in the QR code attracts additional attention and directly shows what the code is about. Is it possible to customize a QR code by using a company logo or icon? You can create colored QR codes with goQR. Change QR code content e. The data is stored directly in the QR code graphic hence QR codes are also getting larger and form a more complex pattern if there is more data to store. Therefore, the stored data cannot be changed. Any typo in an already printed QR code cannot be changed, as with any other printed material. Their key feature is that the stored QR code destination address URL can be changed at any time and as often as you want â€" even if your e. Adjust your advertising campaigns at any time or correct errors for example, if the wrong web address was used by mistake. See Change QR code content e. QR code module or pixel? This term allows to account for the technical difference between display pixels and the black and white squares of a QR code. What is a barcode? Barcodes areâ€"simply putâ€"machine-readable fonts. There are different barcode standards. In general, barcodes are used as optical machine-readable labels on objects, containing information about the object on which they are glued. The most popular barcode type is used on the product packaging and can be viewed at every grocery store where they make the Universal Product Code machine readable. A barcode scanner or a mobile phone with camera and an appropriate reader app which supports the QR code standard is required to scan a QR code. QR code reader apps are made available by different manufacturers and for different mobile devices, mostly for free. There are many free QR code reader for Smartphones. However, they differ significantly in terms of usability, scanning speed and standards compliance in particular regarding the processing of vCards. Therefore we provide an overview about recommendable QR code software. To summarize, there are plenty of free QR code readers on the market.

Chapter 5 : QR Code Generator: Easiest way to create QR Codes

Information about our QR code generator. You can generate free QR codes on this website. A QR code is a two dimensional barcode that stores information in black and white dots (called data pixels or "QR code modules").

Chapter 6 : QR Code Generator

QR CODES A QR Code (it stands for "Quick Response") is a mobile phone readable bar code that can store website URL's, plain text, phone numbers, email addresses and pretty much any other alphanumeric data.

Chapter 7 : Get QR Code Reader - Microsoft Store

The free Quick Scan - QR Code Reader is a full-featured app that can read QR codes out in the world and from images in your photo roll. It can also add contacts to your address book, open links, and map locations, and add events to your calendar app.

Chapter 8 : Buy Scan - QR Code and Barcode Reader - Microsoft Store

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Type QR code reader into the search box and tap the search button. This displays a list of QR code reading apps. This wikiHow explains how to use QR Code Reader by Scan, but you can choose whichever reader you like.

Chapter 9 : How to scan QR codes and documents from the Home screen

Overview. QR-Code is a two-dimensional (2D) barcode type similar to Data Matrix or Aztec, which is capable of encoding large amounts of calendrierdelascience.com means Quick Response, as the inventor intended the symbol to be quickly decoded.