

# Cracking the QR Code



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# What is this thing?



Think of it like a barcode...



... only better!



<http://hyperboleandahalf.blogspot.com>

# Traditional “1-D” Barcode



- Must be scanned from left to right by a laser.

*Sources: [www.veritecinc.com](http://www.veritecinc.com) and [www.mobile-barcodes.com](http://www.mobile-barcodes.com)*

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- Not recommended for use on a shiny surface because of laser reflection.

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- Can be read accurately with up to 25% damage to code and lets the user know about failure to read.
- Can be used on shiny surfaces since reading is performed by camera, not laser.

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# Who's Using Them?



# Millions of Americans!



# Where can I find them?



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# Where can I find them?

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Model: 36328001 SKU: 9491926

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Esta potente cámara digital usa estabilización óptica de la imagen y tecnología de detección de rostros para fotos excelentes. El procesador de imagen DIGIC 4 de Canon crea imágenes claras y

**Customer Reviews: ★ ★ ★ ★ ★ 4.59**  
46 Reviews (from bestbuy.com, as of 09/04/2010)

Get Details: Scan the code or Text (9491926) to 332211.  
No app? Text APP to 332211. Msg/data rates may apply.

as low as \$14/month 11.9% APR/48 Months

**Manufacturer's Warranty:** 1 Year Parts & Labor, Full  
Warranty text available upon request-warranty on parts may vary

**Product Dimensions:** H 3" W 4-3/8" D 1-7/8"  
*\*Expandable memory sold separately.*

013803116458 D-5 Q53 S-719

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**DON'T FORGET!**

• Geek Squad Protection for \$99.99 (3 Year) or \$89.99 (2 Year)

retail outlets

Image: <http://retailgeek.com>



# Where can I find them?



museum exhibits

Image: <http://blog.childrensmuseum.org>

# Where can I find them?



museum exhibits

# Where can I find them?



airports

Image: <http://www.chrisrawlinson.com>

# Where can I find them?

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Swilley Library | Tanner Library | Regional Academic Centers

New Search | Hours | Featured Lists | New Materials | Help | Login

Start Over Request Save Records MARC Display Return to Browse Modify Search More Like This Medical Library Law Library Another Search

KEYWORD harry All Locations Search

2083 results found. Sorted by relevance | date | title

(Search History) Result page: Next

Author [Berndt, Katrin](#)

Title **Heroism in the Harry Potter series / Katrin Berndt and Lena Steveker**

Publisher Burlington, VT, : Ashgate, 2011

[Google Books: Partial view](#)

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**Details**

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QR Code for this Title



Scan this image with your smartphone to capture information about this title.

library catalogs

# Where can I find them?



television

Image: <http://nydigitallab.ogilvy.com>

But I'm an archivist.  
What good are they to me?



<http://hyperboleandahalf.blogspot.com>

# web site link

The code below...

... links to this site.



<http://about.me/laurabotts>

# link a display to more information



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Search...

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NOVEMBER 6-12  
**2011**

Homecoming | [Featured 2010 Galleries](#) | [2010 Videos](#)

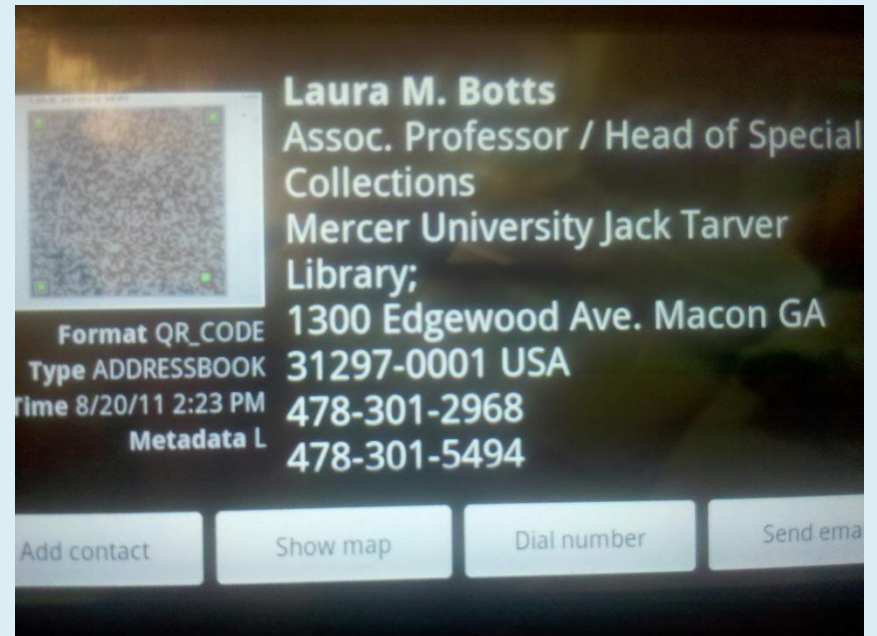
Nominate a deserving Alumnus for the Distinguished Alumnus, Meritorious Service or the Thomas Sewell Plunkett Young Alumnus

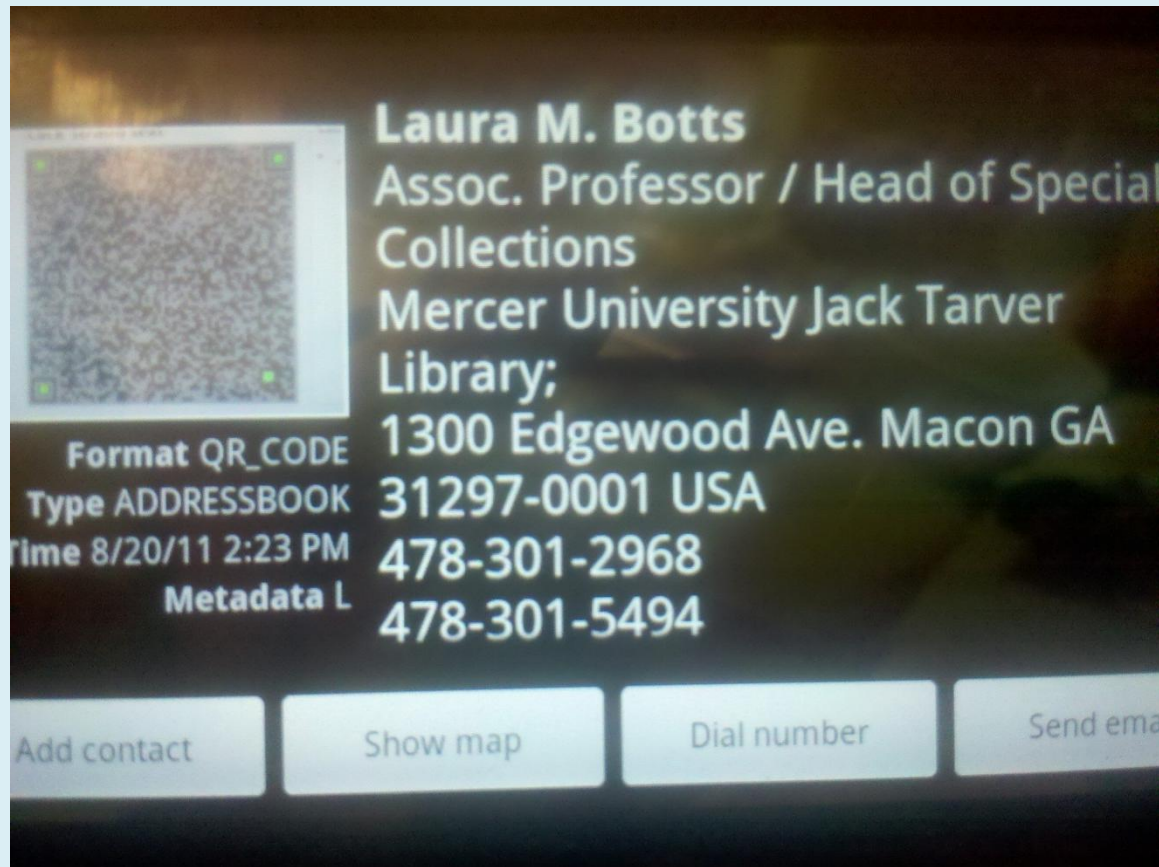
[Homecoming](#)

November 6-12, 2011



# Vcard virtual business card





**Add contact / Show map /  
Dial number / Send email**

# Other Ideas for QR Codes

- Link an event web site to a postcard – no need to reprint cards if the schedule changes, just update the site!

# Other Ideas for QR Codes

- Add them to student handouts, linking to contact information, services, hours, inter-library loan, etc.

# Other Ideas for QR Codes

- Put them on library shelves containing related collections as a way to entice patrons to the archives.

# Other Ideas for QR Codes

- Add in-depth information to displays; link to finding aids or biographical info.

# Other Ideas for QR Codes

- Include a map to your institution on a brochure. Sites such as Google Maps allow patrons to enter their addresses for driving directions.

# Other Ideas for QR Codes

- Provide a link to a survey on visitor satisfaction.



# Other Ideas for QR Codes

- Add a tutorial video to your microfilm reader or photocopier.

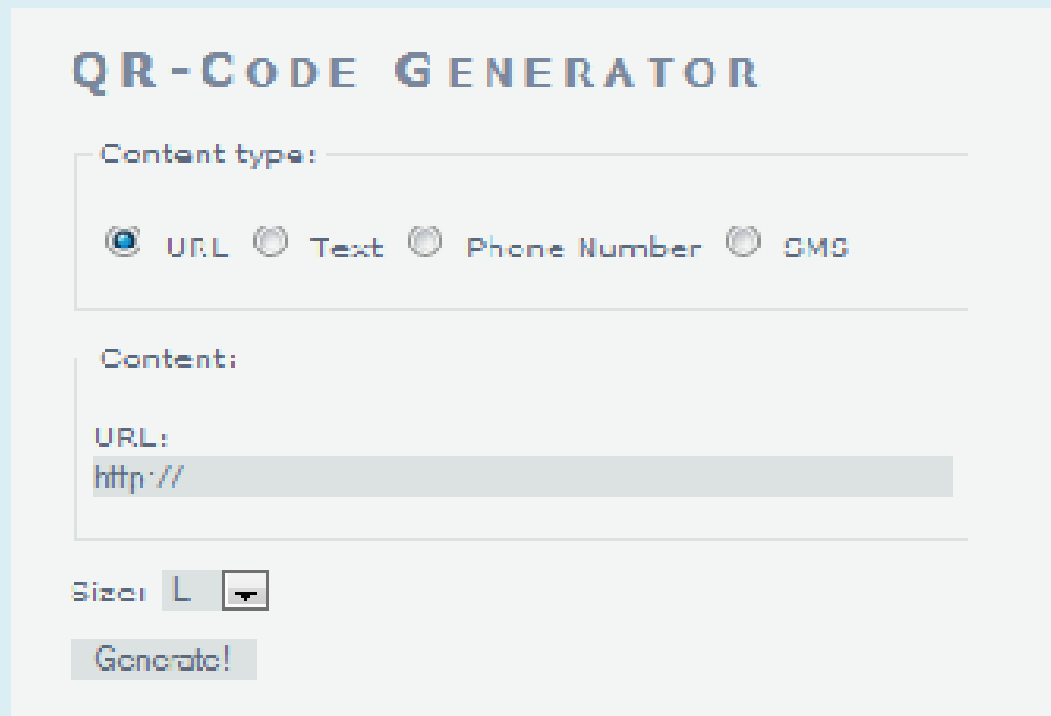
# How do I create one?

Search online for “QR code generator.”

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a white background.A search input field containing the text "QR code generator".A button with a dotted border and the text "Google Search".A button with a solid border and the text "I'm Feeling Lucky".

# How do I create one?

Select your site, then choose the type of object you want to create.



The image shows a web interface for a QR code generator. At the top, the title "QR-CODE GENERATOR" is displayed in a blue, spaced-out font. Below the title, there is a section labeled "Content type:" with a horizontal line underneath. Underneath this line are four radio button options: "URL" (which is selected), "Text", "Phone Number", and "SMS". Below the radio buttons is a section labeled "Content:" with a horizontal line underneath. Underneath this line is a text input field with the label "URL:" and the text "http://" entered. Below the text input field is a dropdown menu labeled "Size:" with the letter "L" selected. At the bottom of the form is a button labeled "Generate!".

# How do I create one?

Enter the information, and save the code.



The image shows a QR code generator interface. On the left, a large QR code is displayed. Below it, text instructs the user to save the code for use in a blog or documents, and provides instructions on how to use the code's permalink or HTML code. A code editor is visible at the bottom left. On the right, the 'QR-CODE GENERATOR' form is shown. It includes a 'Content type' section with radio buttons for 'URL' (selected), 'Text', 'Phone Number', and 'SMS'. The 'Content' section has a 'URL:' label and a text input field containing 'http://certifiedarchivists.org'. Below this, there is a 'Size:' dropdown menu set to 'L' and a 'General' button.

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:

Size: L

General

Some generators allow custom colors, shading, etc.



=



=



# How do users read them?

All they need is a smartphone or tablet with a camera and a barcode scanner app.



# How do users read them?

Free apps are available for download, and some phones have them pre-installed.

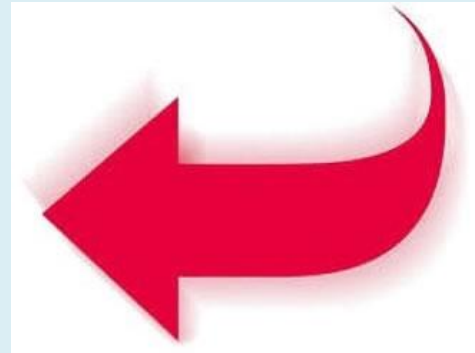


# How do users read them?

Add context to let the user know what will happen when they scan.

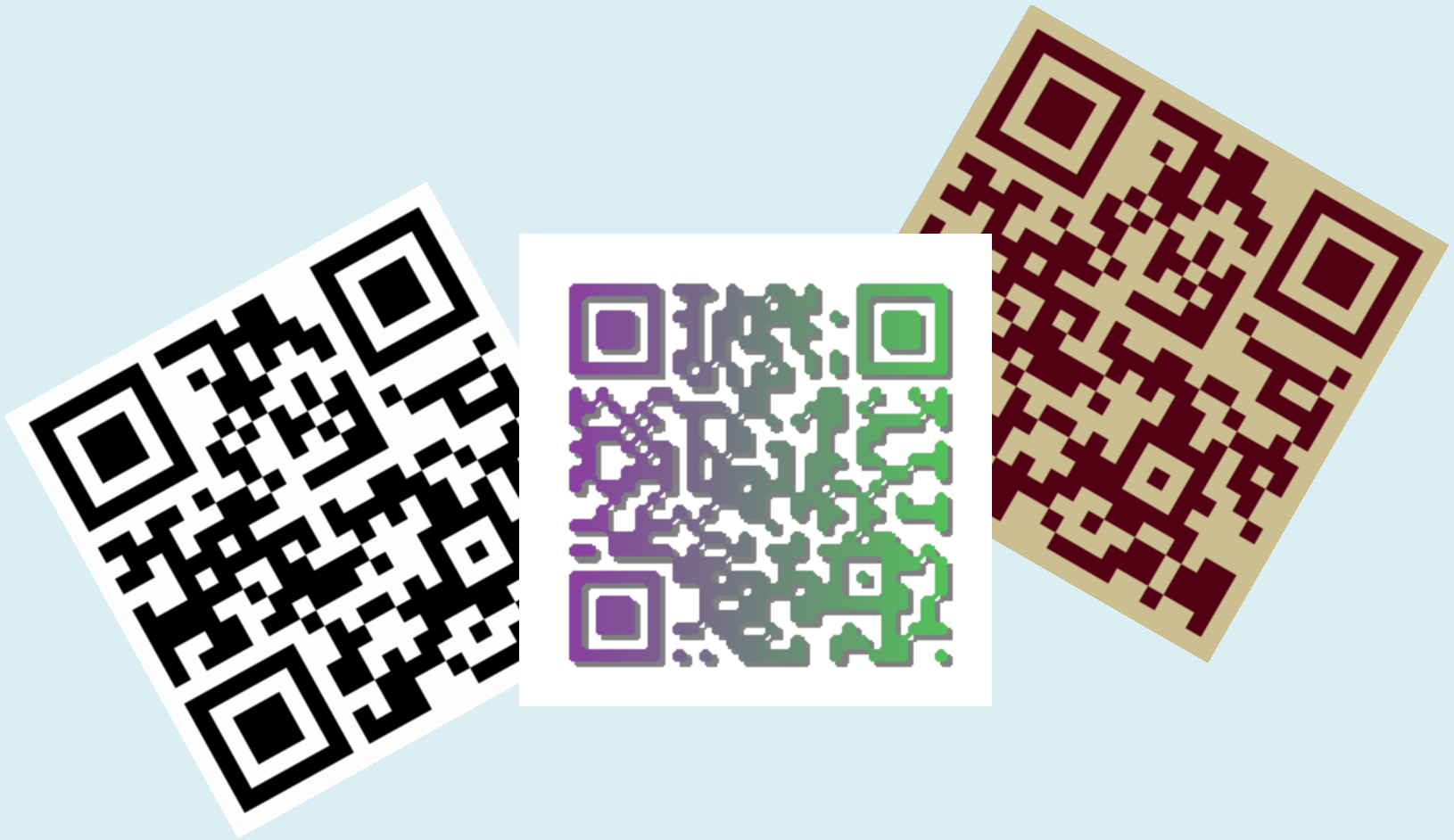


Scan here to visit  
my web site!





# Go forth and code!



# Sources

- comScore, Inc. press release: <http://goo.gl/EhBaj>
- Pew Internet survey on smartphones: <http://goo.gl/ZD5Fj>
- Aaron Tay's blog post on QR codes: <http://goo.gl/aR7EX>
- Veritec Code Comparison: <http://goo.gl/nq2hU>
- Mobile Barcodes information: <http://goo.gl/dgFuf>
- List of code generators: <http://goo.gl/vN9bi>
- My blog post on QR codes: <http://goo.gl/ITrhC>
- Hyperbole and a Half:  
<http://hyperboleandahalf.blogspot.com>