Utilize **QR Codes** at M&T Bank

INSTRUCTIONS FOR USE

About

This is a quick guide on what QR codes are, how they work, how we can use them, and evaluation of a resource we can use to generate the codes safely.

Questions?

If you have any questions about this specific presentation, please feel free to reach out to mchowdhury@mtb.com

HELLO!

I'm Sefath

And I want to tell you all about QR Codes!

1.

**What's a
// QR Code?**

" QR code (Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode) first designed in 1994 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.

en.wikipedia.org/wiki/QR_code

In **Short...**

A QR Code is an image that is machine readable. Most smartphone cameras can detect and correctly interpret a QR Code. They are useful because:

▸ Fast Readability
▸ Greater storage capacity than standard UPC codes (barcodes you see on any product)

The data is interpreted from the patterns that lay both vertically and horizontally in the image.

Why QR Codes?

What would we need them for?

QR codes **quickly** share your content

Email

You can type out a whole email, address it to someone, and store this in a QR code. Very useful for email RSVPs

URL

Store a link in a QR code, whether it's for a google form, your website, a certain page you want to reference, the world wide web is yours

And all the information is **compact**

SMS

You have the ability to set up a pre-made text to send out to people, maybe useful for RSVPs through text

Event

You can share all the details to you event all in on QR code

VCard

You can store all you contact info in one place, and with a quick scan, someone can add your contact to their phone
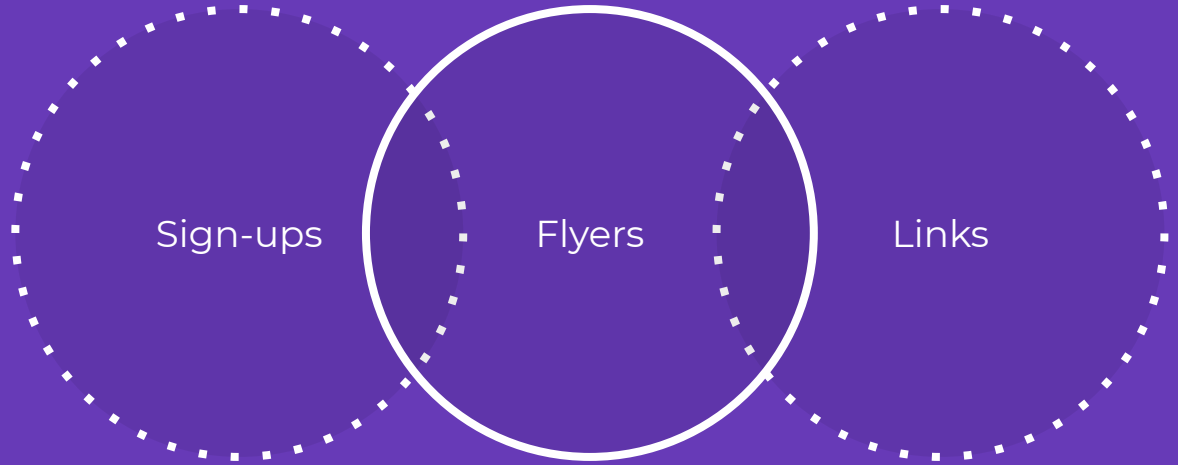
WANT BIG IMPACT?

But use
minimal
space?

A PICTURE IS WORTH A THOUSAND WORDS

A complex idea can be conveyed with just a single still image. TLDR (Too long didn't read) is culture now, in our fast paced world. Quick consumable information is vital. This is where we can use QR codes.

Sign-ups

Flyers

Links

The ideas are endless, and up to **you**

Choose Type (URL, SMS, etc.)

Fill out information

Generate QR Code

The process is easy

Resources for QR Codes

Two good resources for creating QR Codes are:
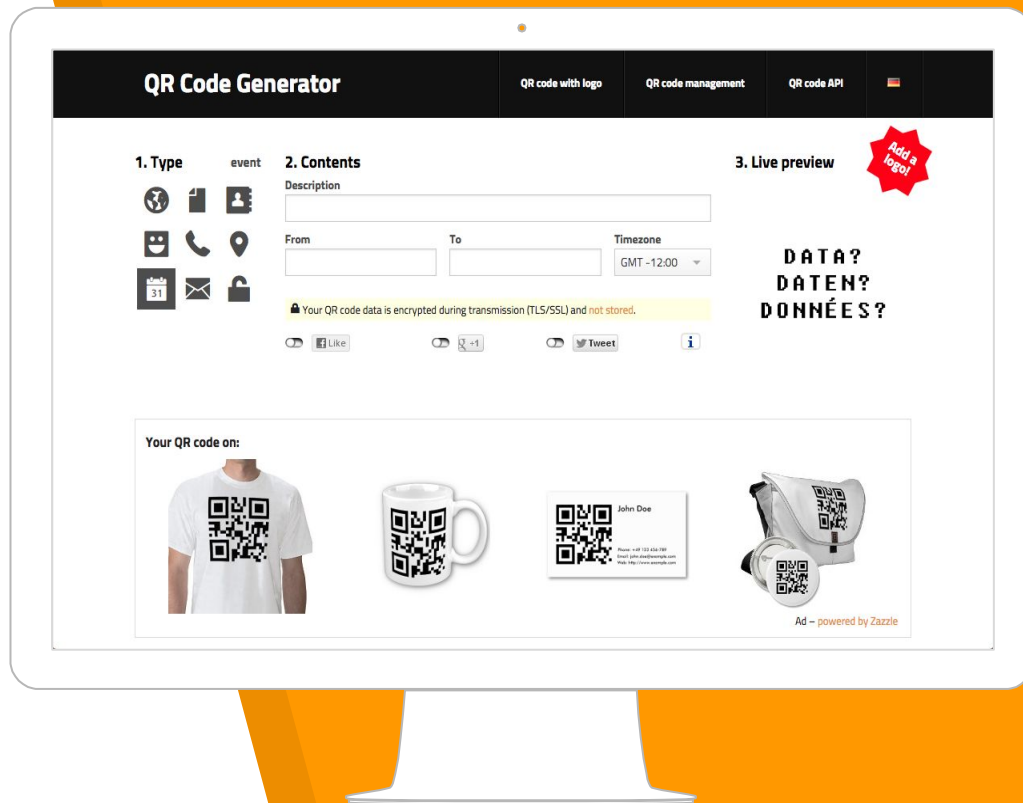
Goqr.me[1]

The-qrcode-generator.com[2]

1

2

Privacy

Privacy is very important, and these two links don't store any of your information, unless you allow it (either by sharing you email by creating and account, or tracking the people who interact with your QR code with"Dynamic QR Codes"
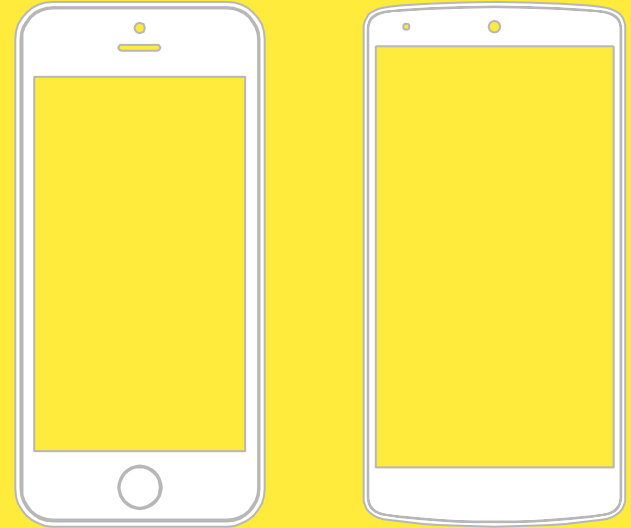
Please read:

▸ goqr.me/privacy-safety-security/
▸ www.the-qrcode-generator.com/privacy
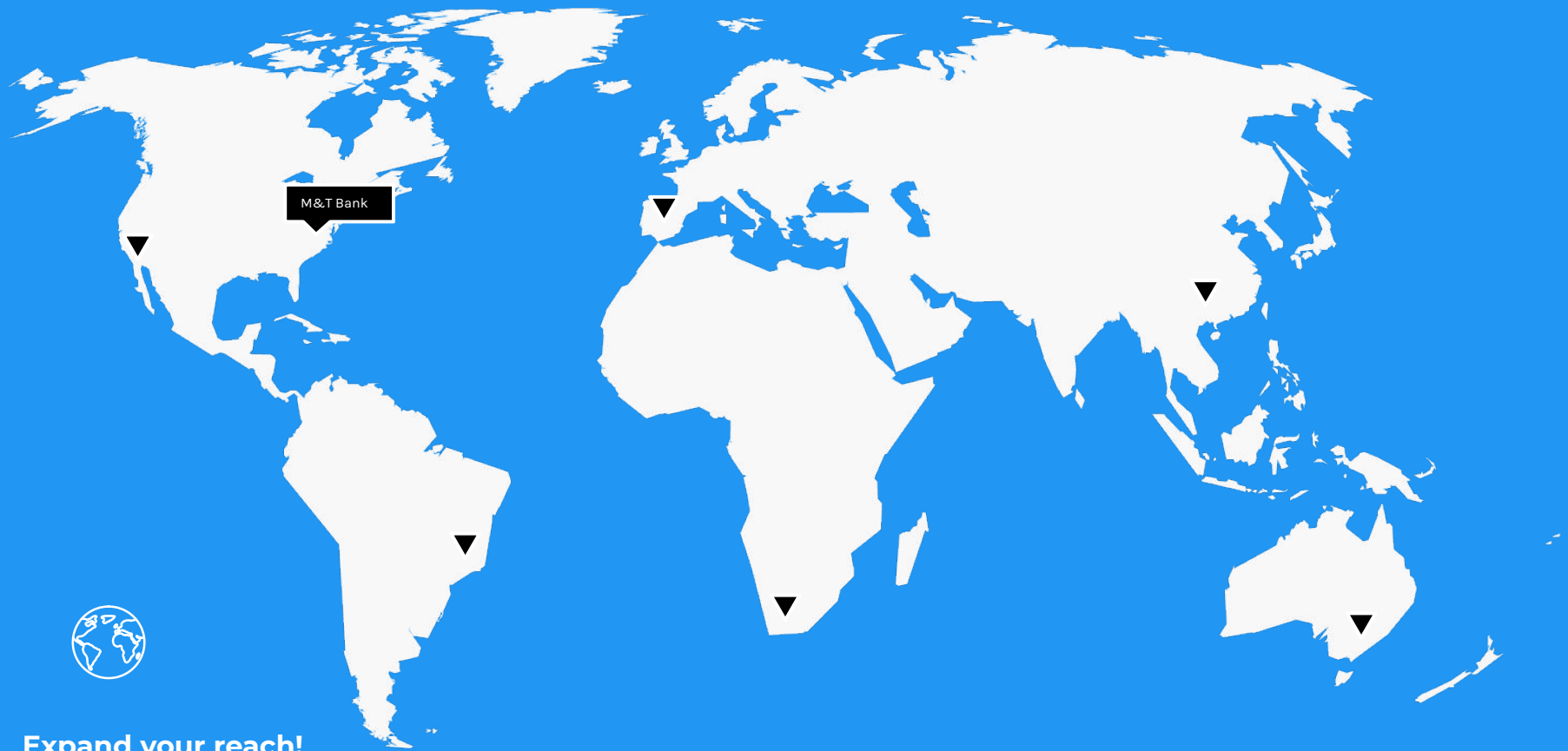
Any smartphone is capable

People with android, iOS devices, or any new smartphone devices are capable of scanning QR codes

89,526,124

Now increase your engagement with this new tool!

M&T Bank

Expand your reach!