

Lecture 5 - IT

➤ Reading Comprehension

Read the following passage and answer the questions:

The Quick Response code, or QR Kode, is a two-dimensional barcode which can be read faster than a traditional barcode. It also has a much greater storage capacity, i.e. can store more information and data than barcode. It were originally invented for use in the automobile industry to keep track of vehicles during production. QR is now used in all areas including business, industry, study, etc.

A QR code consists of black squares arranged on a white background, which can be read by an imaging device such as an camera in a smartfone. The required data is then extracted from patterns that are present in both horizontal and vertical lines.

Recently, QR code has become extremely common in consumer advertising and marqeting. These black and white squares of code is placed everywhere: on adverts, in magazines and stores, A customer can use his or her smartphone, with a QR scanner app, to scan the code and will be taken directly to a company website, for example, with more product information, discounts or special offers. Examples of QR code uses also include sharing links to websites or contact information, making payments and buying tickets online, and showing bus routes and schedules in bus stops and train stations.

➤ Technical terms

Quick Response Code / QR Code: it is a two-dimensional barcode; it stores information both horizontally and vertically while barcode stores information only horizontally. QR code can be read faster than a traditional barcode and also has a much greater storage capacity, i.e. can store more information and data than barcode.

Barcode: a barcode is an image consisting of horizontal black and white lines that, when scanned, gives information about a product. Barcodes are read by special scanners. Once the scanner device is placed across the barcode, it immediately shows the data contained within it, typically the price of the product that the barcode is printed on.

➤ Questions

1. Why was QR code invented?

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2. Provide the following mistakes from the passage and correct them:

- 3 Spelling mistakes -----

Correction: -----

- 3 grammatical mistakes -----

Correction: -----

3. How does QR code work?

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4. State whether the following statements are True or False

- a. After scanning the QR code, it gives no extra information. ()
- b. QR code can be used in paying costs. ()
- c. Barcode stores less information than QR code. ()
- d. Data in QR are present only in horizontal lines. ()
- e. Barcode is extremely used in marketing and advertising. ()
- f. QR code can be used in automobile industry. ()

5. Mention examples of the uses of QR code.

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6. Add a suitable title to the passage

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7. What is the difference between QR code and barcode?

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