QR (Quick Response) Codes are set down in the ISO-18004 standard.

QR code tool:

<http://qrcode.kaywa.com/page/pricing>

Original authored info:

<http://www.qrcode.com/en/howto/generate.html>

Has application to generate QR code (QRdraw Ad) or has ActiveX control(QRmaker Ad) that application can use to have QR generator as a function.

<https://manage.qrserver.com/plans>

Many applications are already available for iPhone and Android devices to scan and open the URL.

Developing applications for iPhone and deploying, requires either iMac or MacBook. It relies on XCode, which is a collection iOS binaries & framework of SDK. And don’t have a windows version. The SDK runs only on OS X(mac OS) .

Approaches to use QR code reader:

1. Using a custom built application to read QR code and redirect to the product link to
   1. Browser
   2. web view of product in the app itself
2. Allowing customer to use any QR code reader (may be preferred list provided) and redirecting to website showing the complete product information.

Pros of 1 approach:

1. Have complete control on app to scan and give more info in the app itself including that of app and product
2. Using webview to showcase the product info allows us to do custom presentation, but it is again a reinvent of what the website does. ( instead a redirect to browser would do a lot faster)
3. Allows us to add more links in app as addition or follow up products, show reviews
4. Allows us to configure app making it customer support contact point by CSR when in store – control navigation the way needed

Cons to look into for 1st approach:

* 1. False mapping of product due to QR scanning issue
  2. Web view customization based on device specific sizes will be a huge effort

Pros of 2nd approach:

1. Giving list of ready available QR scan apps( many possibility that the customer is already having one of the app- the hesitation to install and use all together new app is reduced)
2. No need to worry of upgrading the apps, since many users are already using one of the app, which is kind of tested & working without any issues.

Cons with 2nd approach:

* 1. No control on app - branding
  2. Market others app instead of our own app.
  3. No control on navigation while scanning QR code and proceeding further to product