Reasoning about QRCode

STEFANO FAGO

...So What?

Looking at recent magazines, Websites, sometimes Billboards we come across the odd square filled with blacks elements as if we were in the presence of a tiny poorly tuned TV...What is this?!?   QRCODE!

Light Story of QRCode

The term QRCode (**Quick Response Code**) indicates a matrix code created in 1994 by Japanese corporation Denso-Wave, a subsidiary of Toyota.

This is a two-dimensional bar code thant can store up to 7kB data, such as text,mobile telephone numbers along with an SMS message, contact cards, geographic information, images and other informations.

QRCode is open in the sense that the specification is not subject to disclosure and the patent right owned by Denso Wave is not exercised.

Where is it used?

This technology is used so frequently in Japan and South Korea, while the UK is the seventh largest national consumer of QR codes.

QR Code Readiness
1.0% — 95.0%
PercentMobile.com 2010
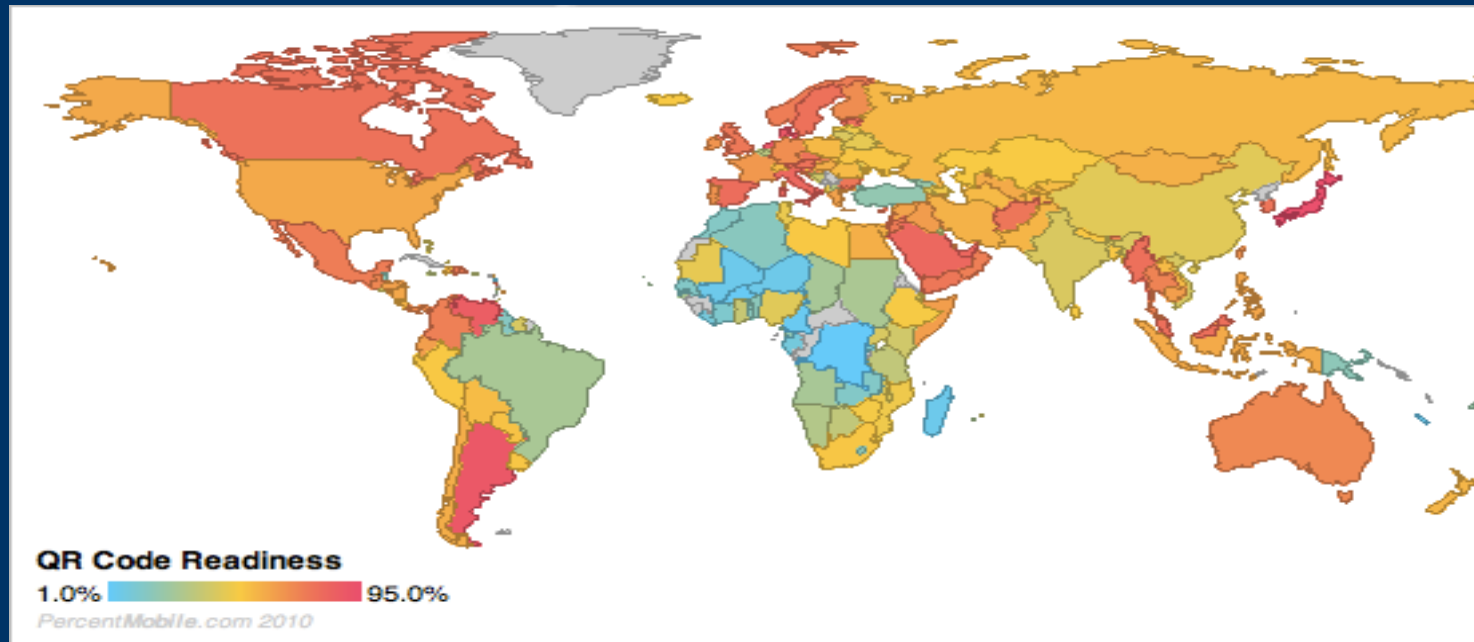
QRCode and digital standards

A QRCode can be generated in different digital standards: PDF, PNG, offer the best performance; other graphics formats can be used: JPG, BMP or EPS, and also, for lovers of vector graphics in SVG.

QRCode...Everywhere!

The advantage of the QRCode is that you can embrace both the physical world and the online world. The widespread use of mobile systems makes the use of mobile phones, smart phones and tablet, the main vehicle for dissemination of QRCode.

Where can you use it?

We can consider in an Enterprise Environment some fundamental branch on using this specification:

- Marketing Activities

- Digital Documents and Transport of informations

- Classification and Marking activities

  but there can be more...It's needed some creativity :-)

QRCode & Marketing

- Obtaining / Providing additional information - in a marketing activity, QR codes provide the flexibility to provide additional information, it can direct people to a web page with more information on what is the subject of advertising.

- Upselling - The upsell is a sales technique whereby a seller induces the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale. In this context, the QR Code can allow you to quickly publish services or auxilary clauses, in a single advertisement space.

QRCode & Marketing

- Monitoring of the action of Marketing - The print advertising is difficult to measure, with the bar code you are able to provide a great way to monitor the effectiveness of advertising campaigns.

- Shopping – It's possible to combine the purchase of goods in-store and online purchasing: the products in showcase provided with QRCode can allow you to make or complete the purchase online, even when the store is physically closed. You can also offer discounts or coupons with barcodes to be used in store.

- Payment - In some countries, it is possible to "load up the money" on your phone through a QRCode; a machine, equipped with a special reader, can be used to make the payment.

QRCode & Digital Documents

Information normally expressed on paper can be shown digitally in a more immediate way: encoding an address to a set of arrival documents, encoding both coordinates or references of different types in QRCode; it allows, with a single code, to have enriched digital documents with new informations easily usable on different device.

QRCode & Marking

- Download Informations - Insert a barcode on the card and allow people to download contact information directly into their database of contacts. It 'easy and fast.

- Marking Goods – It's possible to generate a QRCode showing the contents of a box, all the essential information about the packaging, the products,also logistic or geographical information.

QRCode & Marking

- Marking Documents - It can be used to introduce extra information not relate to the documents themselves, but important to aim management, classification or identification of documents.

- Digital Stamping - In Italy, the new era of Digital Signing is now followed by the need of backward operation on paper; so with a stamp on the right paper you can relate digital signed documents and what is present on printed documents.

QRCode Trend: Social QRCoding

The explosive effect of social networking has made possible to have a new media to reach a lot of new prospect.

Using QRCode to relate different social profiles and/or using QRCode as mean for User customization is a trend: with them you can have phisical item related to your activities, company or simply you facebook profile.

The Dark Side...

Adopting the QRCode is not exempt from problems that affect different aspects:

- Security Issues: how to protect data, how to avoid that the devices will be polluted with malaware, how to protect your privacy

- Production and Management: adoption of the right encoding according to the informations to transport, choosing the right digital format to use, adoption of an infrastructure for data processing and manipulation

- Business Case: find the killer application or Success Story in order to avoid wrong investments

- Devices: always remember what are target devices used by users

Hypothesis: Recordless Service

Every online service need to record important information about user: this situation create a privacy problem!

What if can i use a service without recording my personal information? What if can I remain owner of my data?

This is the hypothesis: using QRCode to create a personal badge to transport personal data and access some service that only need to receive the right QRCode not my Data!

It will be interesting and useful and...It's possible...in my hypothesis!

We can think positive? Why Not!

QRCode have proven to be a good way to be "viral" (spontaneous and widespread) in terms of marketing; it don't lose effectiveness as a marking system, as the increasing adoption in the pharmaceutical sector is showing.

Establish an infrastructure for creating and managing QRCode is sufficiently simple: can be achieved with standard tools and some simple open-source libraries, available for most popular development languages.

QRCode seems to present itself as an interesting element as recent effort by new startups and established companies have proven: it can be, with traditional uses and / or innovative ideas, a new tool to the challenges in resolving organizational, marketing and applicative of each day.

Thank You!