

## QR Codes Whitepaper

A QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response", as the creator intended the QR code to allow its contents to be decoded at high speed.



Above is the QR code for the wikipedia qr code website, most current mobile phones can read this code with their camera. QR Codes are common in Japan and other places such as Singapore, where they are currently the most popular type of two dimensional codes. QR Codes are now used in a much broader context, including both commercial tracking applications and convenience-oriented applications aimed at mobile phone users and are also known as mobile tagging (Source Wikipedia).

### Key Uses of QR CODES

Initially used to track parts in vehicle manufacturing, QR codes are now (as of 2013) used over a much wider range of applications, including commercial tracking, entertainment and transport ticketing (Airasia), product marketing and in-store product labeling. Many of these applications target mobile-phone users (via mobile tagging). Users may open a Uniform Resource Identifier (URI), or compose an e-mail or fill-in a WAP form text message after scanning QR codes. Apps for scanning QR codes can be found on nearly all smartphone devices.

QR codes storing addresses and Uniform Resource Locators (URLs) may appear in magazines, on signs, on buses, on business cards, or on almost any object about which users might need information. Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the telephone's browser. This act of linking from physical world objects is termed "object hyperlinking" (imagine web hyperlinks for the physical world). [Dizilife](#) provides users a web accessible platform both to generate QR codes as well as the content behind the QR codes be it a mobile webpage or a form or other content.

In the USA, QR code usage is expanding. During the month of June 2011, according to one study, 14 million mobile users scanned a QR code or a barcode. Some 58% of those users scanned a QR or bar code from their home, while 39% scanned from retail stores; 53% of the 14 million users were men between the ages of 18 and 34. (source <http://www.internetretailing.net/2011/08/14m-americans-scanned-qr-and-bar-codes-with-their-mobiles-in-june-2011/>).

The technology is gaining a fair bit of traction in the smartphone market. Most IOS, Android, Nokia, Blackberry handsets, and the game platforms such as Nintendo 3DS, come with QR code readers installed. QR reader software is available for most mobile platforms.

QR codes can be used in Google's mobile Android operating system via both their own Google Goggles application or 3rd party barcode scanners like ZXing or Kaywa. Nokia's Symbian operating system features a barcode scanner which can read QR codes. In the Apple iOS, a QR code reader is not natively included, but more than fifty paid and free apps are available with both scanning capabilities and hard-linking to URI. With BlackBerry devices, the App World application/BB Messenger can natively scan QR codes and load any recognized Web URLs on the device's Web browser. Windows Phone 7.5 onwards is able to scan QR codes through the Bing search app.

## **Benefits**

The benefits of object hyperlinking information from posters/magazines, email etc to the mobile gives businesses the opportunity to directly communicate with a mobile user and convert him on the spot since mobile has a built in ability to both access information (mobile internet, wap forms etc) and to allow the user to contact the business (call/SMS a telesales number) and furthermore is always within arm's reach of the user.

The highest point of prospect conversion is when a user can complete an "action" on the information provided at the point of impact (AKA the businesses advertisement or communication message whether it be posters/print or any other media). QR Codes provides a bridge that can help businesses to enable the user cross the chasm from information to action at all points of impact.

For more information contact [sales@dizilife.com](mailto:sales@dizilife.com) as to how you can take advantage of the mobile and QR code revolution.