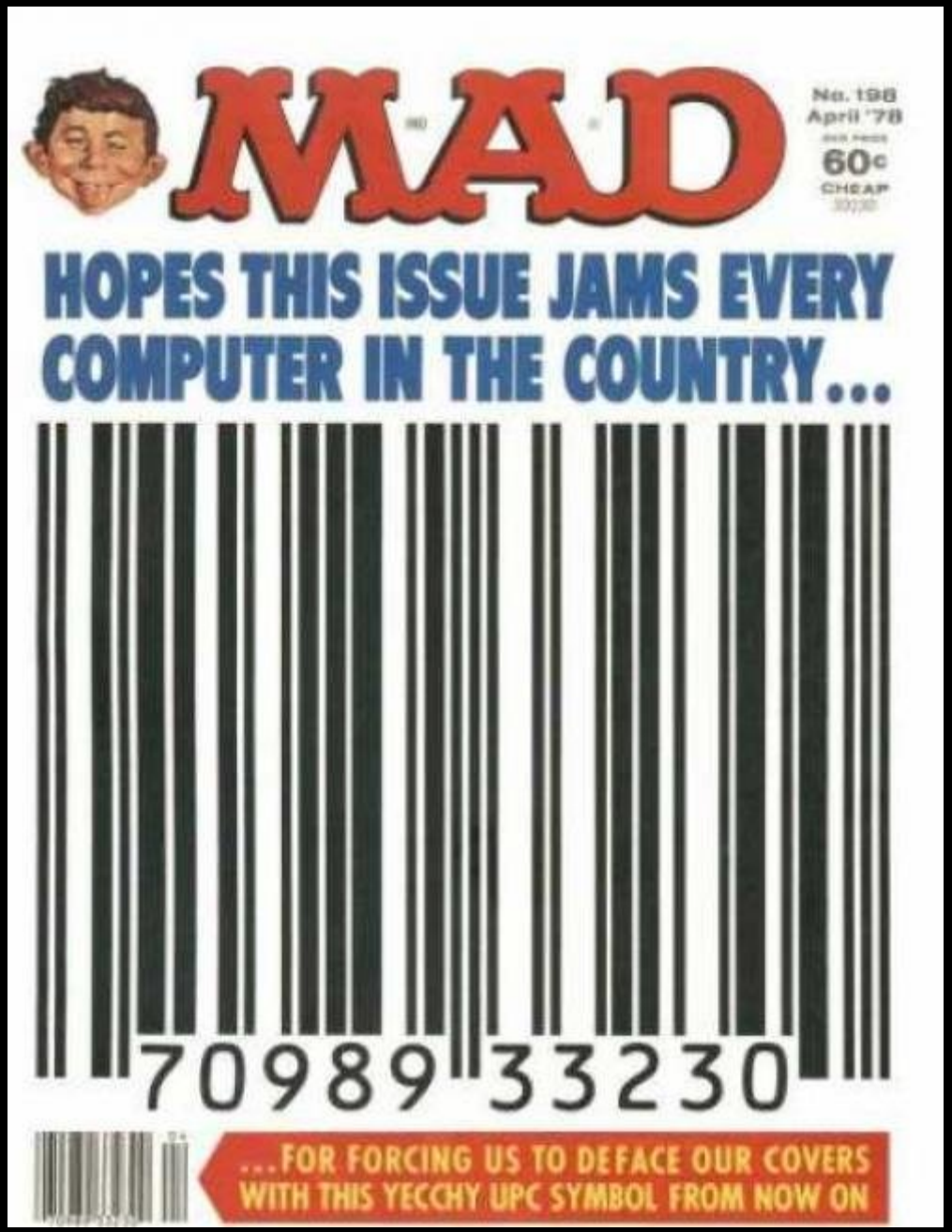
Who Am I?

- Terence Eden
- Mobile Internet Consultant with 10 years experience.
- QR strategist for Museums, Government departments, Network Operators, Advertisers.
- Currently working for Telefonica in The Lab

- Read my blog
- `http://shkspr.mobi/blog/`

What's a Barcode?

Terence Eden http://shkspr.mobi/blog #OMA13



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What's a 2D Barcode?

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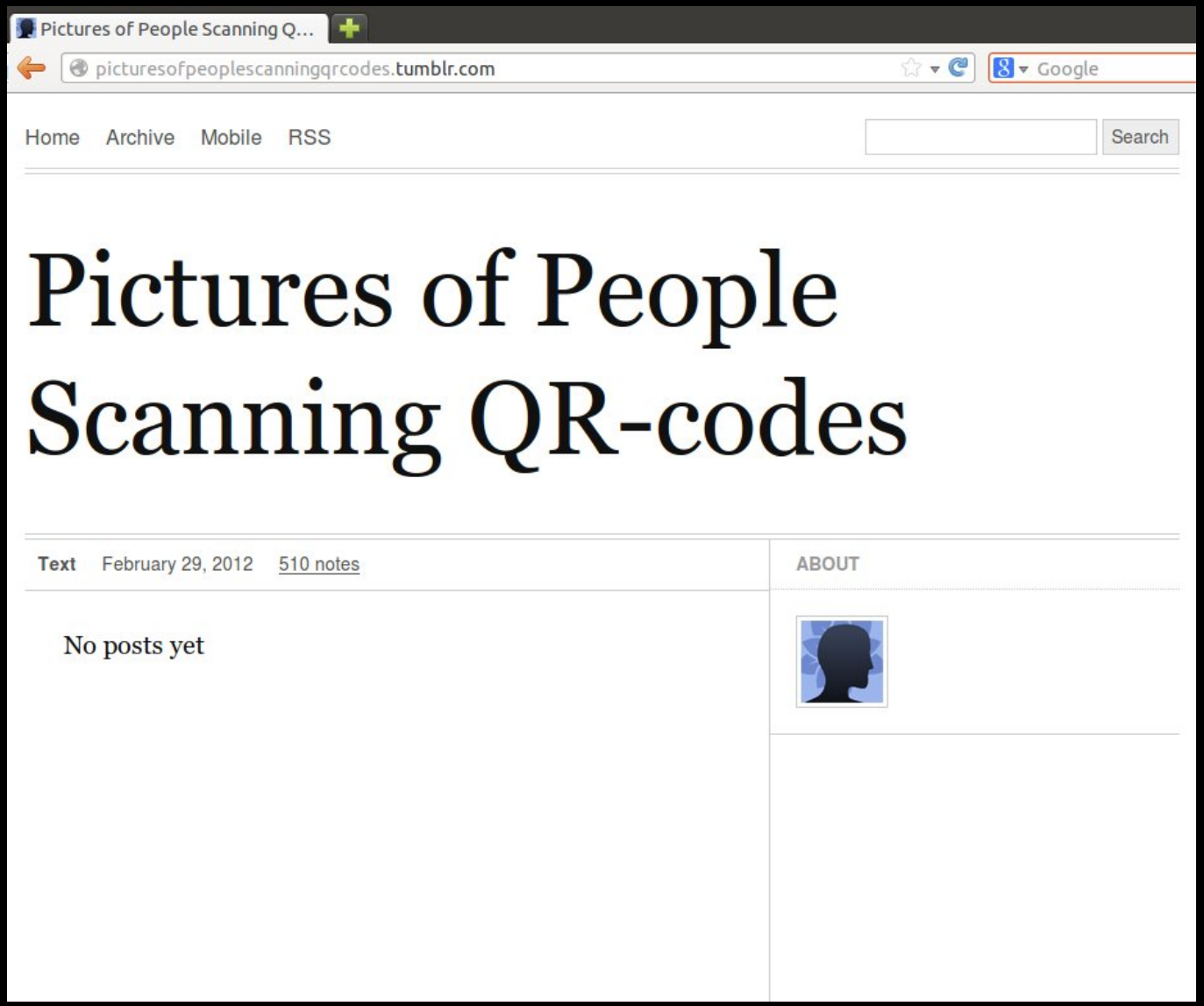
What Is A QR Code?

- Free and Open Standard
- Can hold URLs
  - (and much more)
- Quick and easy to scan
- Works on ***all*** cameraphones
  - not just “smartphones”
- Free apps for ***all*** platforms

Barrier



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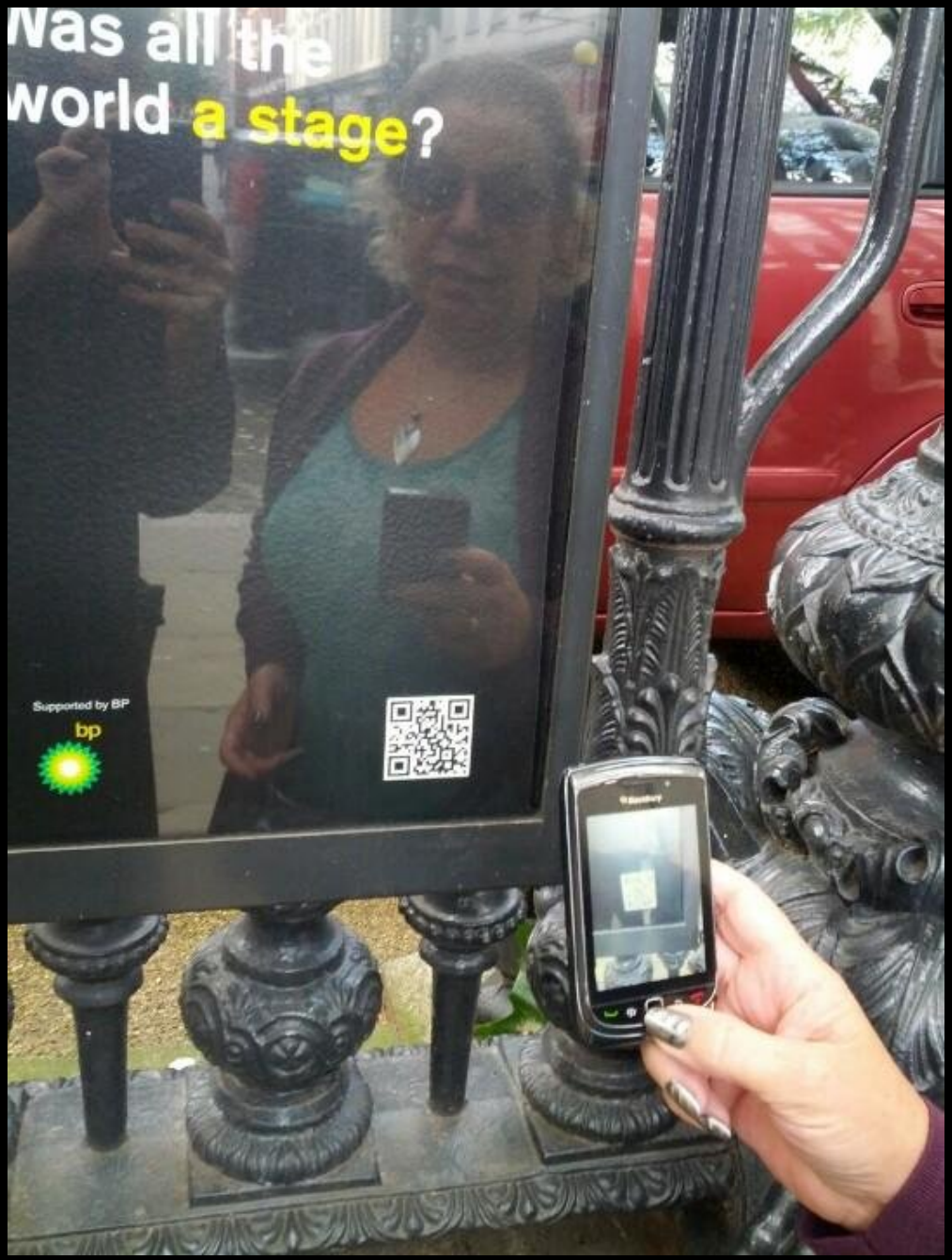

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Where Are The Data?

US Ahead of Western Europe in QR Code Usage

JAN 28, 2013 Print | Email | Free Newsletter

Consumers most familiar with QR codes on magazines, printed materials

A recent study of
and France found
technology. Accor

Column: Mobile Marketing Column

The Death Of The QR Code

Apr 4, 2013 at 9:00am ET by Aaron Strout

Like 391 Tweet 514 +1 108 Share

"Mobile Marketing" sponsored by Universal Business Listing

When was the last time you scanned a QR code? Be honest. If it was in t

ENTREPRENEURS | 12/06/2012 @ 10:41AM | 20,085 views

QR Codes Are Dead! Long Live QR Codes! A Conversation With Scan's Founder, Garrett Gee

Comment Now + Follow Comments

One of the most popular Tumblr blogs of 2012 is Pictures of People Scanning QR Codes. If you click through to the site you will see that it is empty. The joke here? No one scans QR codes (short for Quick Response code). It is

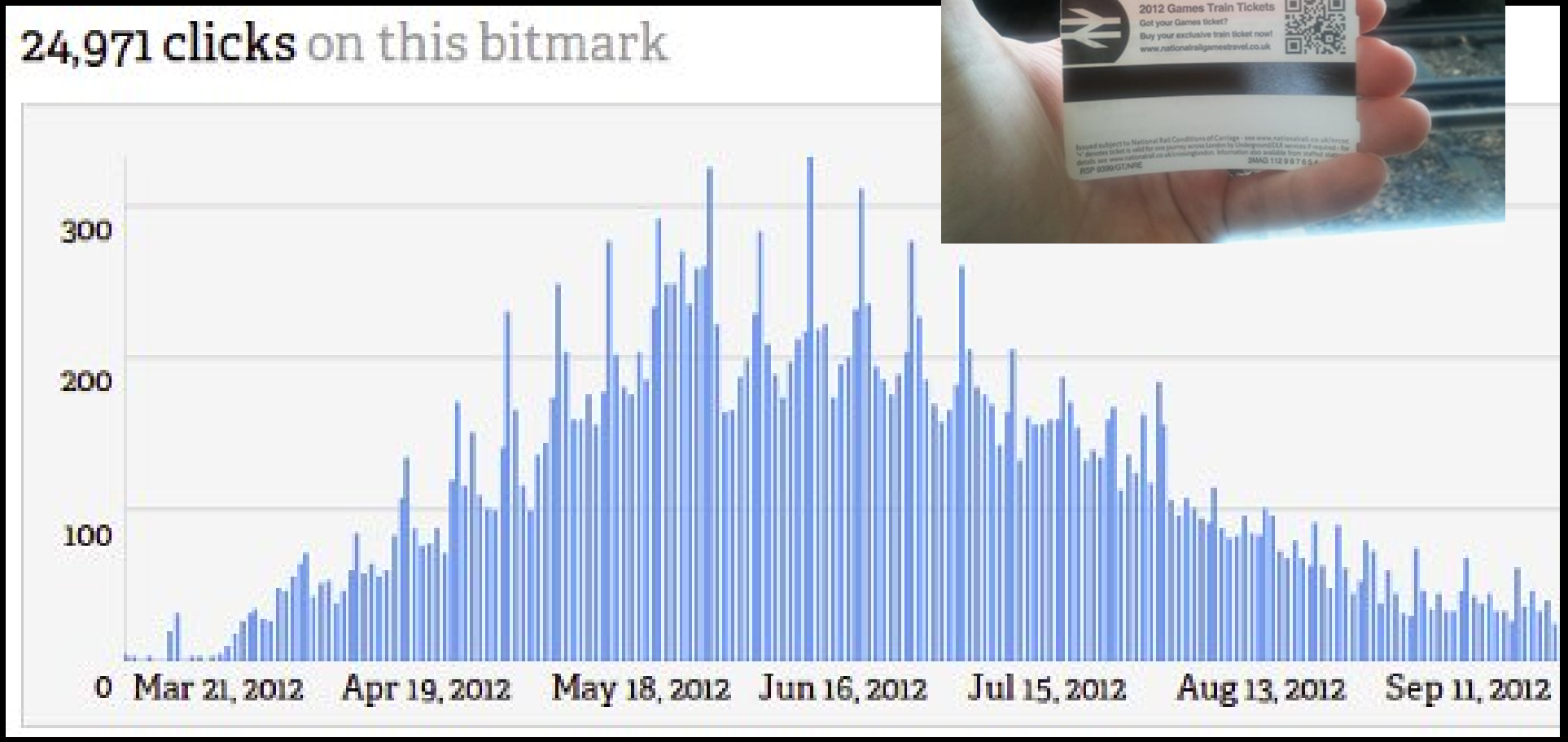
Brittany Anderson | May 1, 2013

QR Codes: A Technology Without a User Base?

Quick-response codes, better known as QR codes, were introduced in the auto industry in Japan in 1994 to track vehicles during manufacture. The first QR code scanner and reader applications for smartphones became available in the United States around 2010.

Image by Jackie Barr.

Rail Tickets



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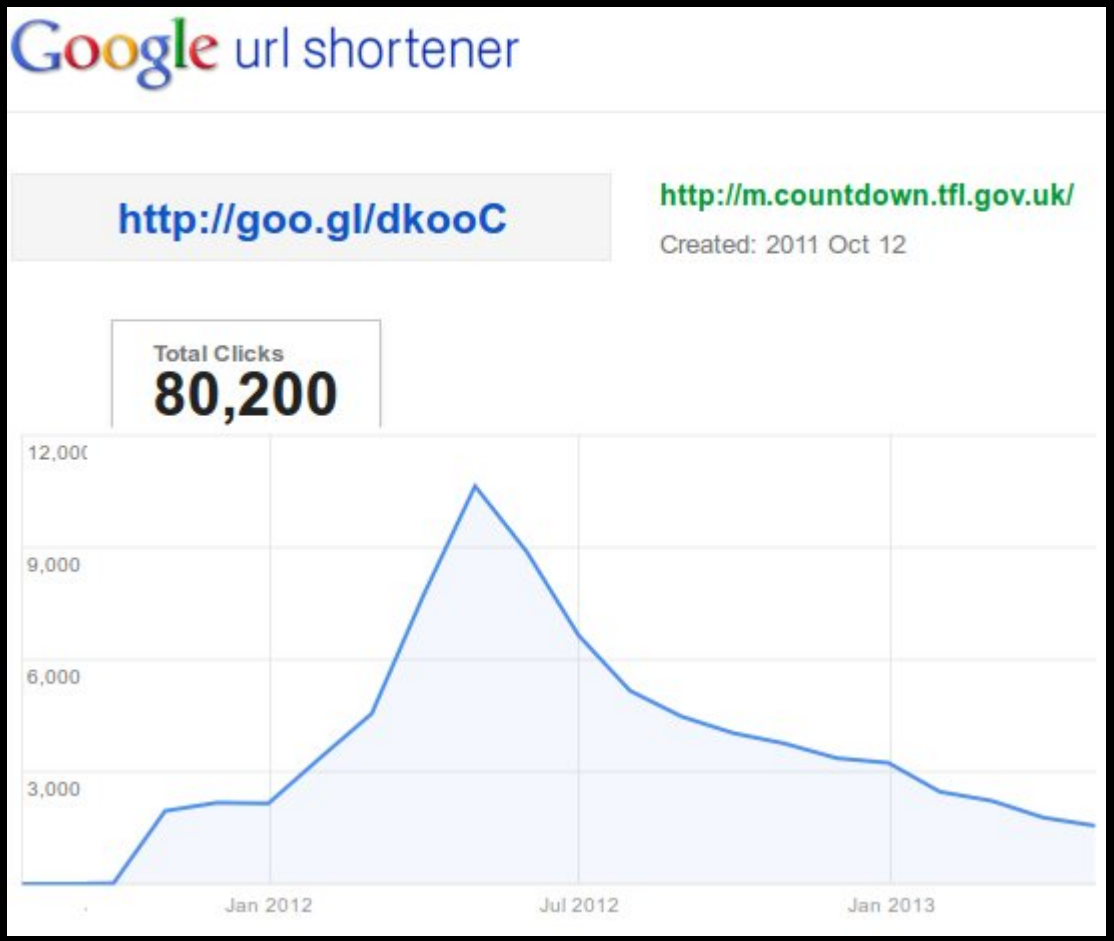
TfL



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Supermarkets

QR Codes Are *Everywhere*

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Printed on anything

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In all sorts of places

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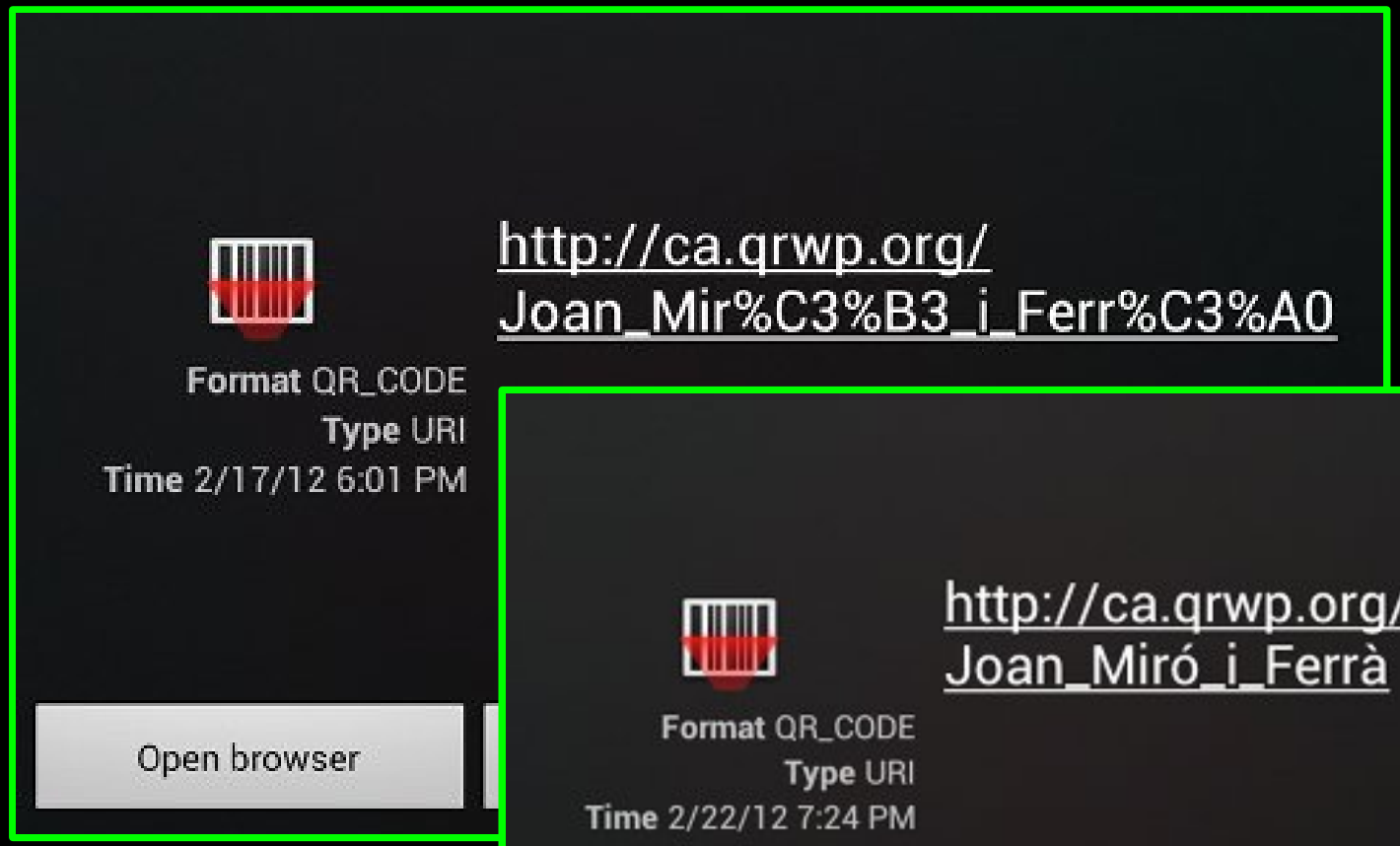
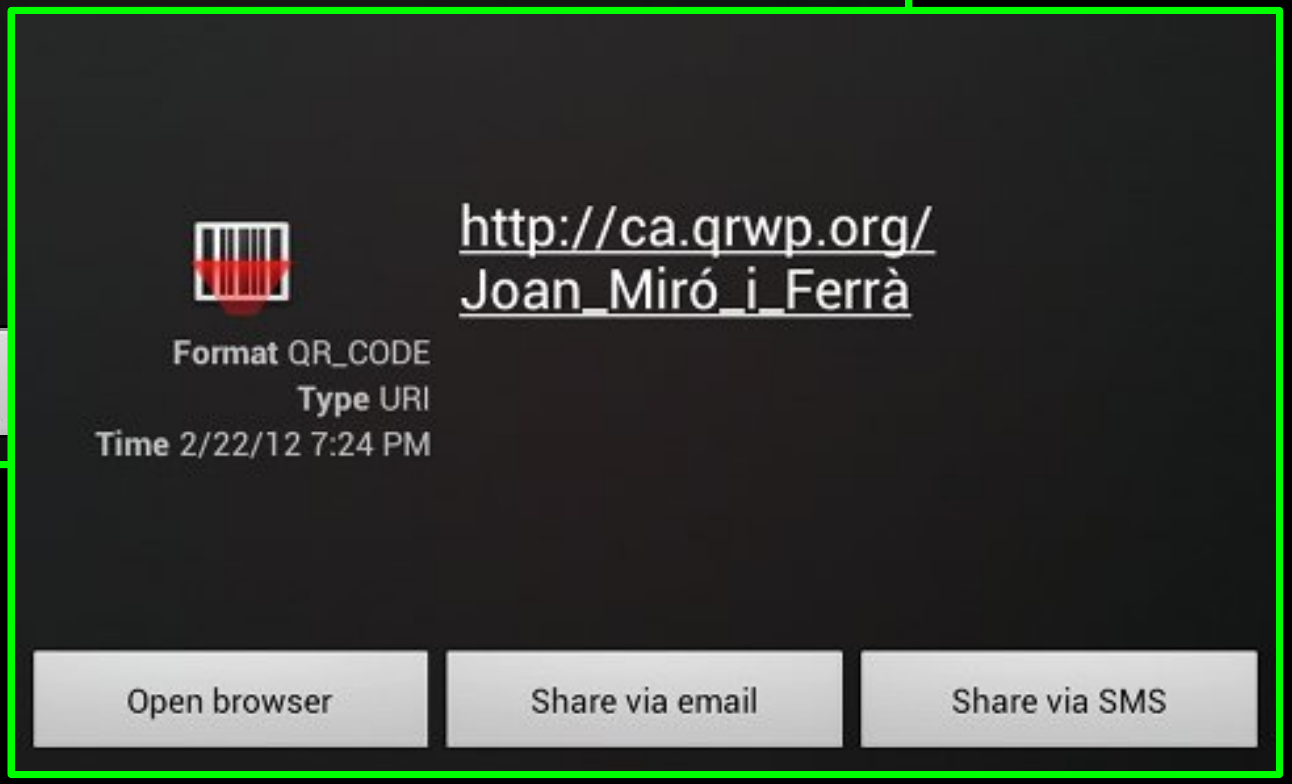
QR Codes can only contain a URL

Any Form of (UTF-8) Data

- Text
  - Hello World
- URL
  - http://shkspr.mobi/blog/
- Phone Number
  - tel:+447717512963
- Email Address
  - mailto:qrcodes@shkspr.mobi
- SMS
  - smsto: +447717512963:message
- WiFi
  - Passwords & SSID
- Maps
  - GeoCordinates
- Events
  - vCal
- Contact details
  - vCard
- Any other data
  - May require custom app

UTF-8 & URL Encoding





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It's easy to damage a QR code

Well...

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Error Correction

But There Are Limits!

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QR Codes look boring

Only if *you* are boring

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- http://ming-ling.livejournal.com/164215.html

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Break

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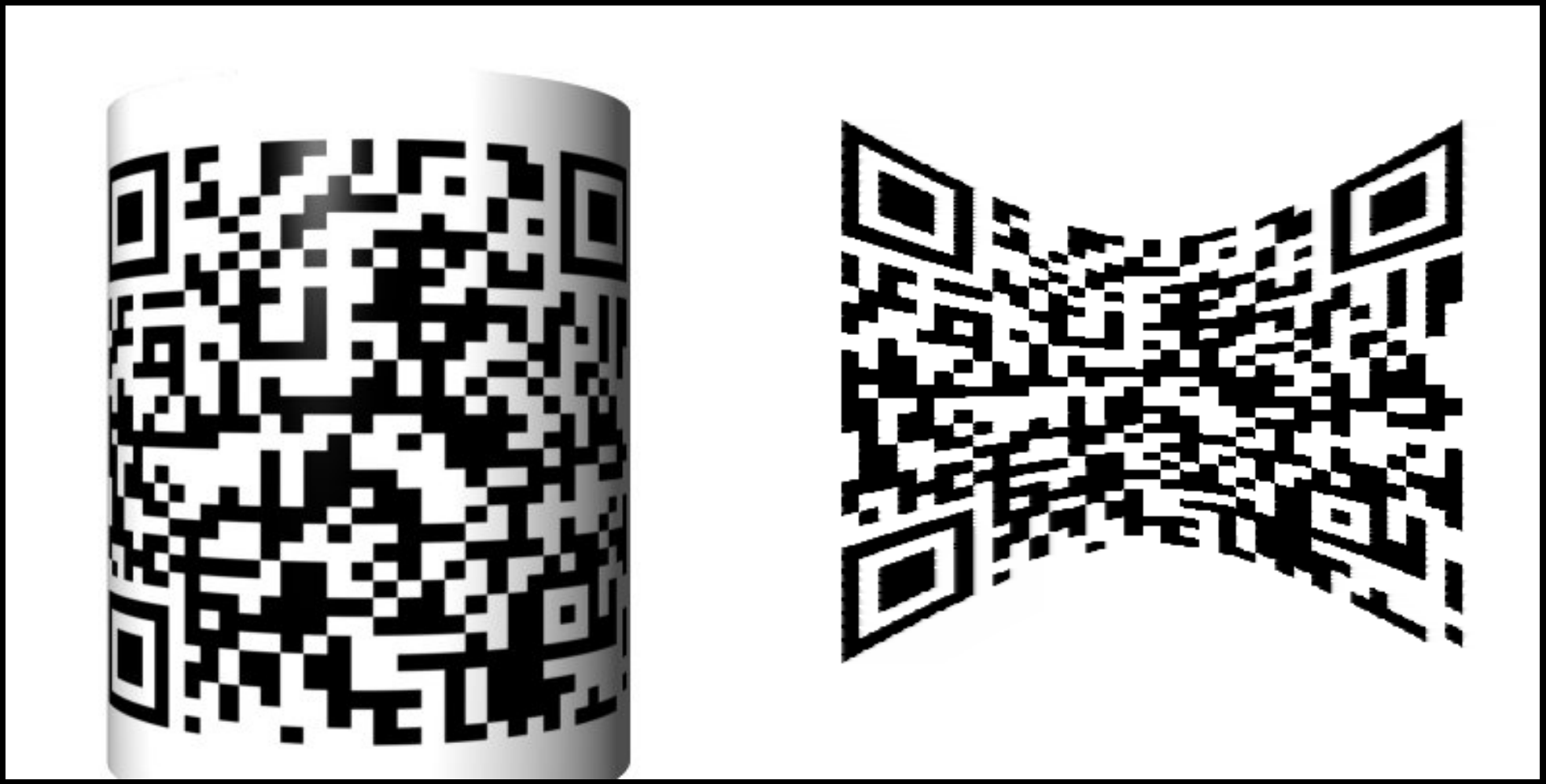
Deformation



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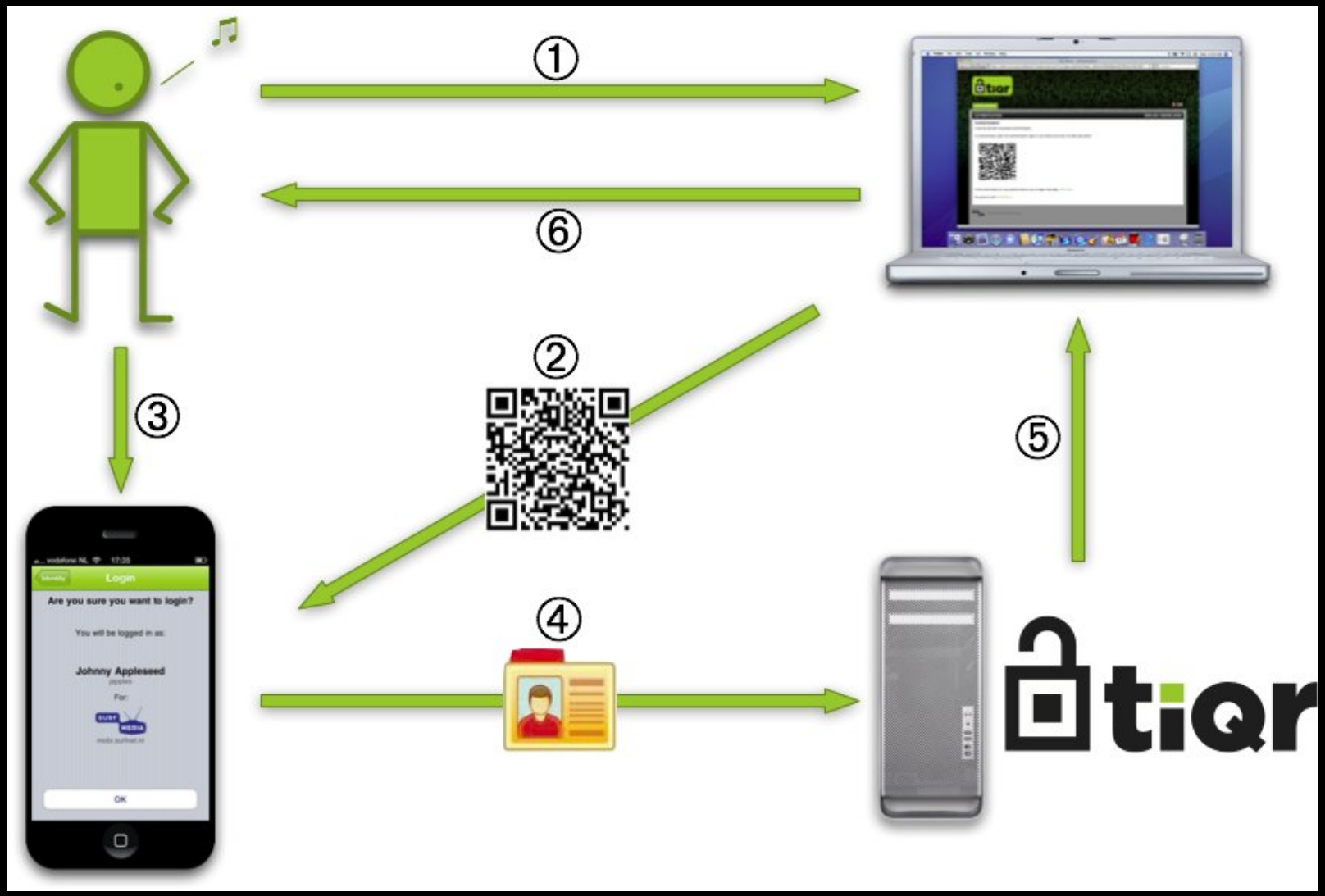
Authentication



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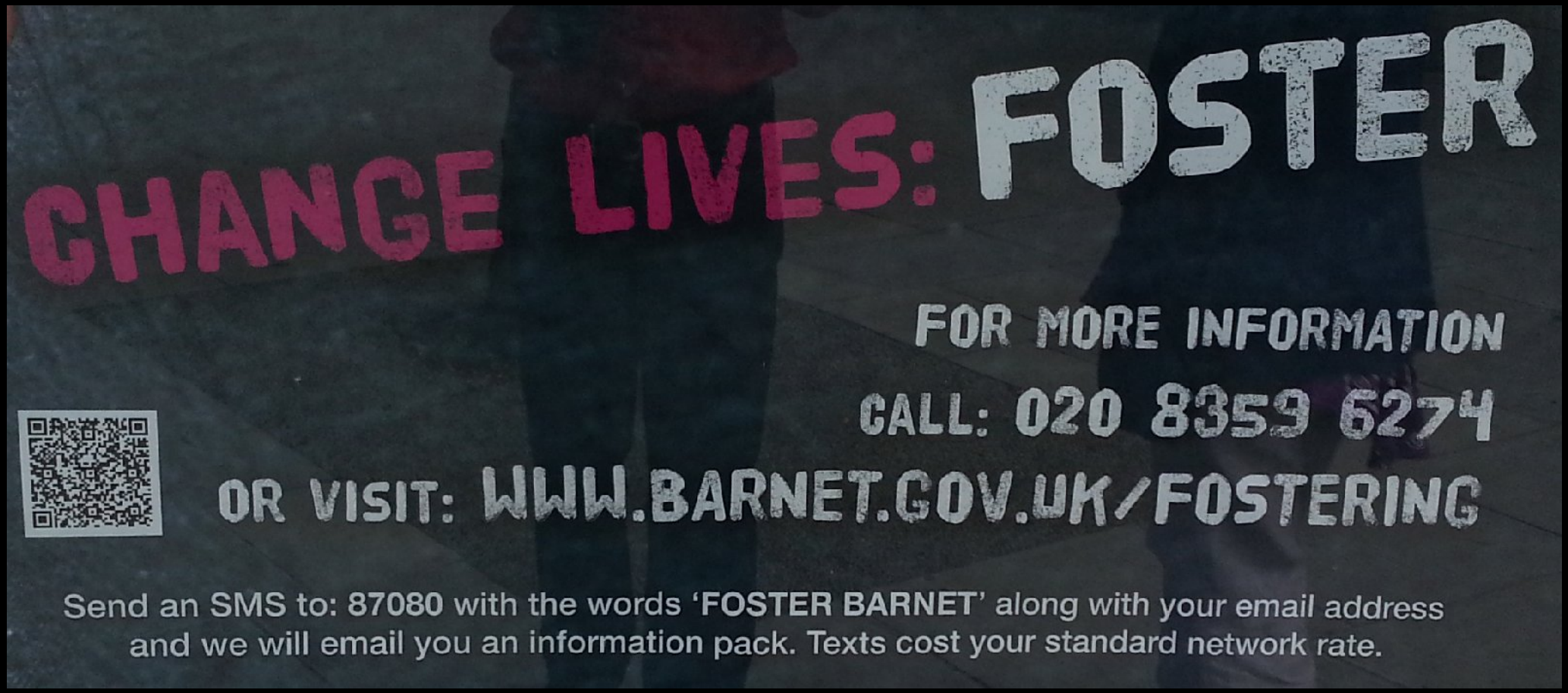
SMS



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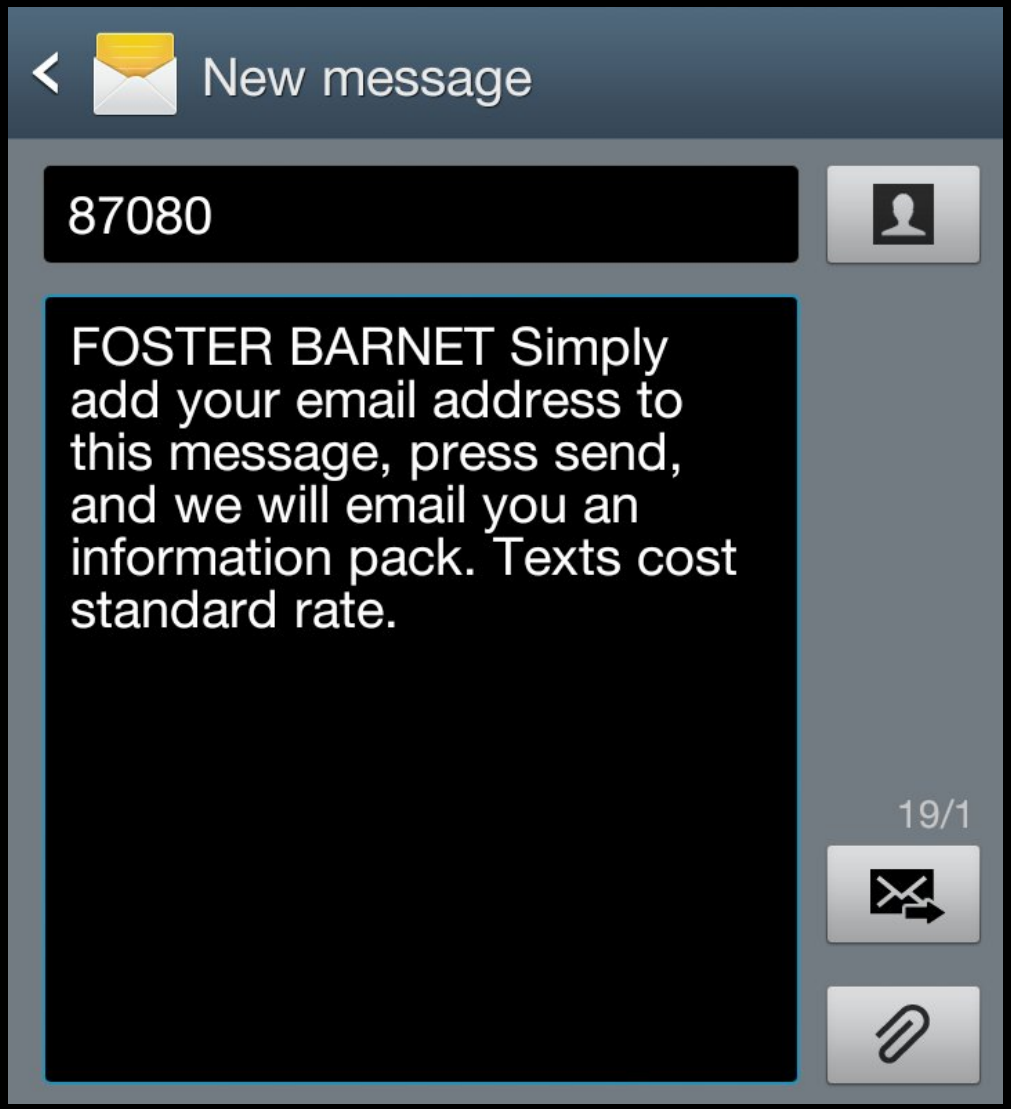
smsto:12345:message



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QR Codes are easy to use

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Size Matters

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Large Amounts of Data

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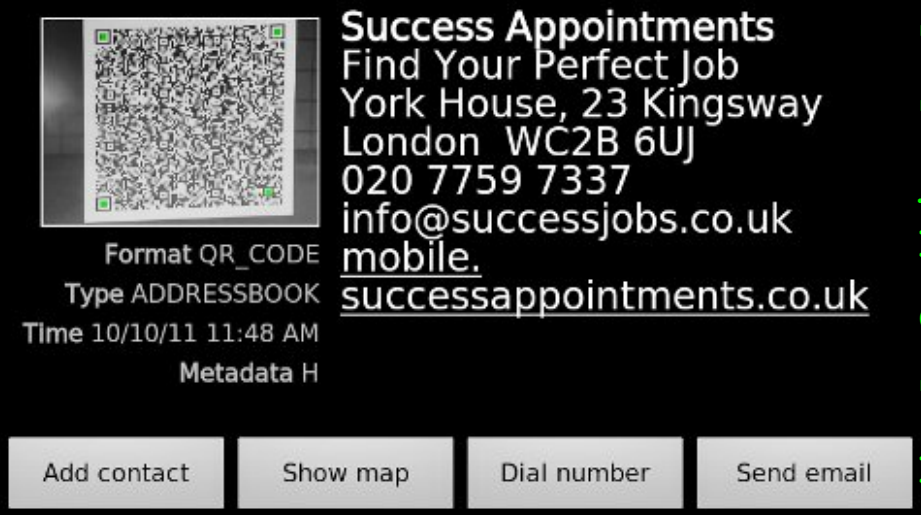
Data Redundancy




```
BEGIN:VCARD
N:Appointments;Success
TEL;TYPE=FAX,WORK:
TEL:020 7759 7337
TEL;TYPE=VOICE,MSG,CELL:
ADR:;;York House, 23
Kingsway;London;;WC2B 6UJ;
ORG:Find Your Perfect Job
TITLE:
EMAIL:info@successjobs.co.uk
URL:mobile.successappointments.co.uk
END:VCARD
```

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Barrier - Hijacking

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We Can't Stop Stupidity

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But We Can Do Amazing and Unexpected Things

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Thank You

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