Rethinking Mobile Delivery: Using Quick Response Codes to Access Information at Point of Need

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What is a QR Code?

- Quick Response code
- A more complex barcode
- A two dimensional data matrix symbol designed to be read by mobile devices
- Typical barcode can hold 20 digits; QR can hold 7089 characters
- Originally developed for inventory control

How do they work?

- Requires:
  - mobile device with a camera
  - QR Code reader app
- Take picture of code with mobile device
- QR reader decodes and converts to information displayed on the mobile device

Supported Devices

- Android
- Apple
- Blackberry
- Palm
- Symbian
- Windows Mobile
- And many more!

Available Readers

- QR Code Scanner Pro
- ScanLife
- Mobiletag
- QR Code Reader
- Kaywa
- Read The Code
- BeeTagg Reader
- UpCode Reader
- And many more!

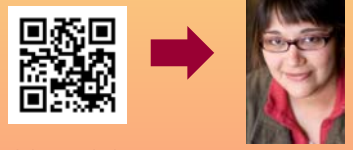
Types of Information

- Business card
- Electronic resources
- Email message
- Map
- Phone number
- RSS feed
- Text message
- Video
- Website

How do we use QR Codes?

- Class schedules and registration

- Promote special events



- Link to websites

- Access digital collections

Generating Codes

- Free generators available online
- Many include analytics/stats
  - BeeTagg
  - Delivr
  - Kaywa
  - GOQR.me
  - Mobile-Barcodes
  - And many more!

Pros and Cons

- Push information to users at point of need
- Context specific information
- Users takes information home on device
- Can be scanned from digital or print image
- Inconsistency across devices
- Readers have variable performance

Conclusions

- QR Code are a good way means of information delivery using popular technology
- Great way to deliver supplemental information
- Excellent marketing tool
- A fun and exciting way to engage users with their mobile device

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