

Cry for Help

Computer Tips & Tricks

Tag & QR Codes

You will have seen them without possibly realising what they are. A square (2D) barcode like...



or



They became very popular a couple of years ago, but when the code led you to an unimaginative marketing campaign, people lost interest. Even though iOS7 will read the code into the Passbook app on your iPhone, another app is required to read any other code.

When you open the app and point the camera at a code (scan it). Firstly, the code is translated into a string of text, like in the above example: <http://www.jnhsoftware.com.au/> Then the code is put into a browser and the user is taken to the web site. The trouble is, unless the user is rewarded for going to this effort, they probably won't do it again. Try the second code.

Even though Microsoft have terminated the 'Microsoft Tag' code, the technology still might have legs, because it's one great strength is that it is a powerful lookup code.

Imagine when you look around (scan) the shopping mall, wearing your Google or Apple Glass, a billboard for BMW could display a 2D code. Your glasses would instantaneously reveal the technical specifications of the latest BMW and would detail your reward for buying one today.

One of the best examples I saw was, putting a 2D code on the back of a T-Shirt. When scanned, it revealed the personal likes and contact details of the T-Shirt wearer. It would clearly only work for a small target market.

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