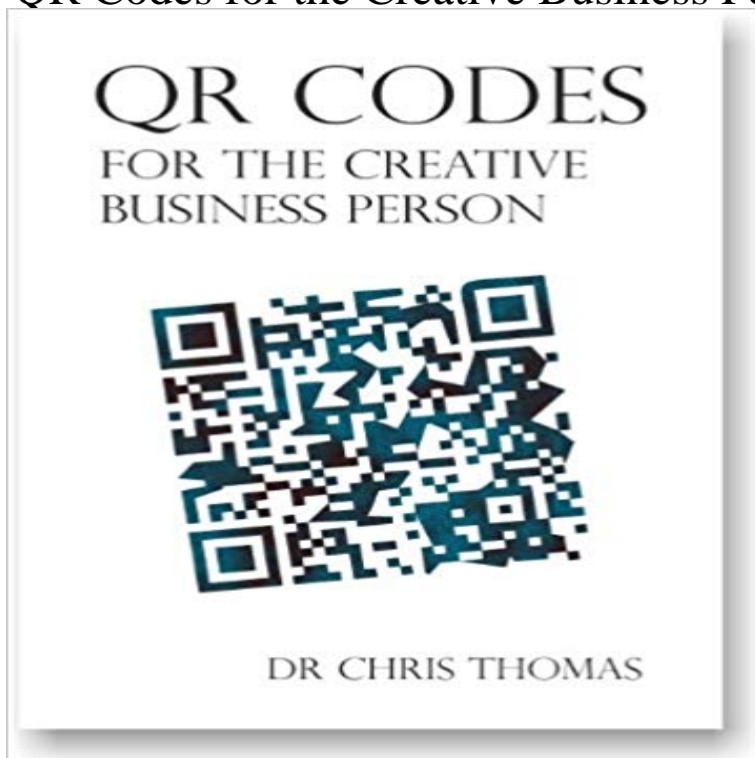


QR Codes for the Creative Business Person



A well illustrated and accessible compendium of information and links on QR Codes for the creative business person. With your mobile phone, this is transformed into a web enabled book with 100+ additional informative web pages by the sources linked to QR Codes on your items or products can link your customers directly to information or online through their mobile phones. They are a fantastic tool for your business. If you want to understand what QR Codes are; if you want to use QR Codes but do not know how; if you want a QR Code that is more imaginative than a stark black box for marketing campaigns - then this book is for you. The book assumes no prior knowledge. It aims to introduce you to the basics of QR Codes. You learn why people use them. More importantly you are shown how to read and create your own QR Codes. You can then choose how to use QR Codes, whether for your contact details, information or promotions. The overall structure of the book starts with basic concepts and enough information to get started. Further examples and additional information follow with the highly technical information at the end. However, the structure is also such that you can dip in to chapters that interest you at the moment. The content or link of each QR code is also given in for reference in the back of the book. Each QR Code has been modified creatively. The Contents are: Table of

Contents Acknowledgements Introduction
QR Code Basics What is a QR Code? The benefits of a QR Code How do I read a QR Code? What do I need to read a QR Code? Installing a QR Code reader How do I use my mobile phone to read a QR Code? How do I create a QR Code? Googles <http://goo.gl> <http://www.the2dcode.com> Google ZXing (Zebra Crossing) Developing your own QR Code generator with ZXing How do I use a QR Code? Risks with

QR Codes QR Codes for your business How others have used QR Codes Business cards Direction to website Testing your marketing Enabling purchasing Adding customer value Educating customers in product use Stocktaking Ticketing Missed Opportunities ? What can YOU use a QR Code for? Existing uses summarised (the list is not exclusive) Future applications Static QR Codes Dynamic QR Codes Augmented Reality (AR) QR Codes Your customers and QR Codes Customer awareness Customer education Customer accessibility Avoid additional barriers to use Use mobile friendly sites Customer benefits Making your QR Code attractive Why bother? What you CAN do to QR Codes Change colour Inverted colours some readers only Soften corners Add perspective Overlay on designs Partially cover Blending into a larger pattern Imaginative play Changes in QR Code that DO NOT work Additional reading online: How to modify your QR Code Encouragement and reassurance Your own art The format of QR Codes Using Photo-software Using Graphics software From Sandcastles to LEGO Technical aspects QR Code specifications Sources for specifications Key areas on a QR Code Optimum QR Code size QR Code IP and Standards QR Code Patents QR Code Registered Trademark QR Code ISO Standard Conclusion Glossary Illustrations and Links

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