

QR Codes and Managers

Echo Cheng
Oct 18, 2012

What is QR Code

- 
- QR Codes are **2 dimensional** barcodes that are easily **scanned** using any modern **mobile phone**.

QR VS UPC

Readability	Fast	Slow
Storage	Large (7089)	Small (12)
Mobility	Reader in Pocket	Reader in Pocket
Usage	Big or Small Business	Little for small Business
Dimension	Two	One

How does it Work?

- Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, video, connect to a wireless network, or open a web page in the telephone's browser

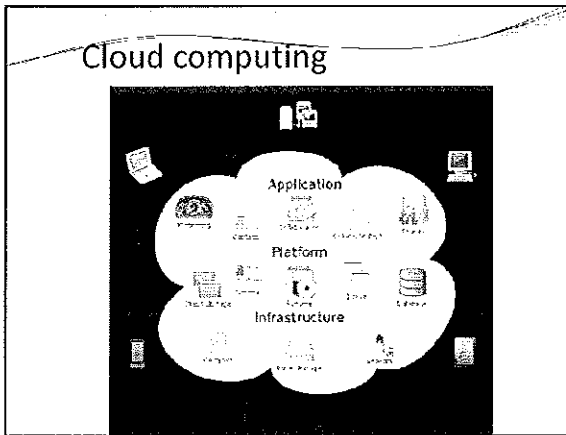
The Smart Phone

- The penetration rate of the Smart phone up 1%, GDP up 0.5%

"Super Trends" by Lars Tvede

Smart Phone

- Androids, iPhones, and Blackberries.
- Nielson one out of two Americans own a smart phone by 2011
- Mobile is the wave.
- When it comes to apps, the sky's the limit.
- QR code reader is one of the smart phone apps.
- Examples :
 - Use mobile to do property inspection
 - News; Weather; Stocks.....



Cloud Computing

- Internet Based Computing
- Any Time; Any Place with Internet Computing
- The Cloud Computing Software Service called SaaS
- No Set Up; No Installation; Pay as you go

Why it will be a trend

- Apps for scanning QR codes can be found on nearly all smart phone devices.
- QR code has become a focus of advertising strategy
- Quick and effortless access to the website. Beyond mere convenience to the consumer,
- The presence of a QR code in advertisements provides brands on the "cutting edge".

Smart Phone VS Tablet;PC

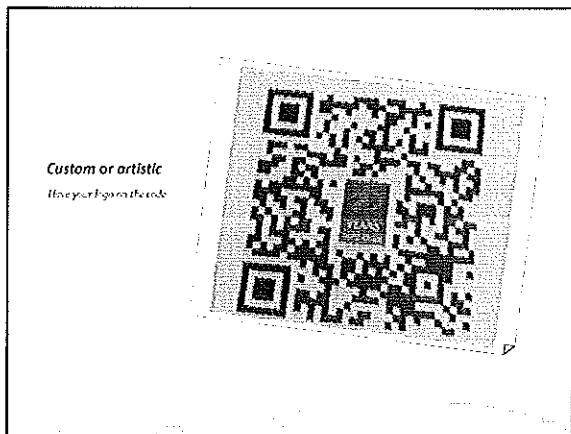
- Smart phones for communication, small-scale data storage, handheld games
- 7-inch tablet for consumer mobile media
- notebook acting as primary productivity and media management tools.
- *"IDC predicts PC and notebook sales will rebound to 7% in 2013-2015 up*

Where to put it

- 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.

How to use it

- Discount Coupon
- Web Site Address (URL)
- TEXT
- NEWS
- Use Your Imagination



Standards

- October 1997 – AIM
- January 1999 – JIS X 0510
- June 2000 – ISO/IEC 18004:2000 (now withdrawn)
- 1 September 2006 – ISO/IEC 18004:2006 QR Code 2005 bar code symbology specification
Defines QR code 2005 symbols
- At the application layer, there is some variation between most of the implementations. NTT DoCoMo has established *de facto* standards for the encoding of URLs, contact information, and several other data types.^[8]

Free License; Free Reader; Free Generator

- The use of QR Codes is free of any license. The QR Code is clearly defined and published as an ISO standard.
- A standard QR Code can contain up to 7,089 characters, not all QR readers can accept that much data.

Risks

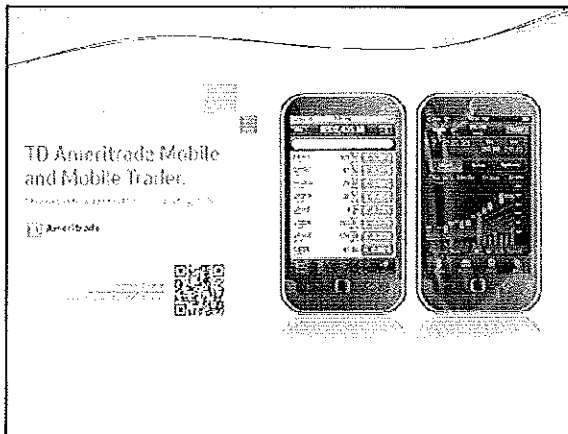
- Malicious QR Codes combined with a permissive reader can put a computer's contents and user's privacy at risk.

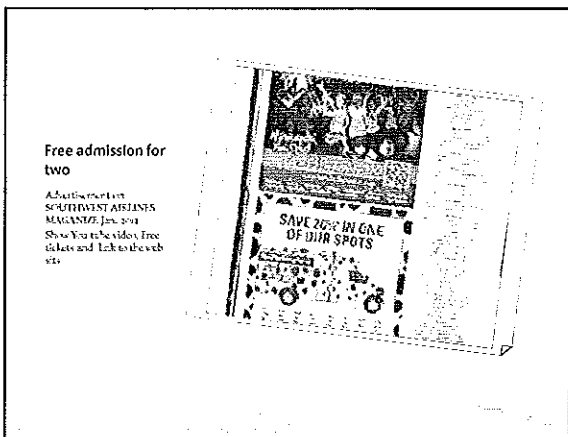
RISKS

- Risks include linking to dangerous websites
- Sending email/SMS/IM messages
- Corrupting privacy settings, stealing identity
- Containing malicious logic themselves such as JavaScript or a virus.
- In Russia, a malicious QR Code caused phones that scanned it to send premium texts at a fee of USD\$6 each.

Examples

- Taiwan High Speed Rail uses it as a token for ticket
- American Express Join venture with Twitter
- San Mateo City, CA Map of city facilities
- Costco "Tweet your way to savings with American Express"
- TD Ameritrade Download its Apps






What is it for the Real Estate Managers?

- For Sale or For Rent: show contact info
- For Sale property or For Rent Show property info
- Provide Customer Web Site URL
- Next two examples

Grilling Temperature Guide




Cooking Temperatures		Poultry	
Beef		Chicken	
Steak (1 1/2 inch)	135-145	Whole	165-175
Roast (3-4 inch)	145-155	Thighs	175-185
Brisket	165-175	Wings	175-185
Tri-Tip	165-175	Drumsticks	175-185
Pork		Pork	
Roast (3-4 inch)	145-155	Chops	145-155
Ham	145-155	Butt	145-155
Shoulder	145-155		
Lamb			
Roast (3-4 inch)	145-155		
Chops	145-155		
Butt	145-155		
Game			
Deer	145-155		
Antelope	145-155		
Wild Turkey	145-155		

Excerpt from
The Complete Grilling Book
by Peter Kump
© 2008 by Peter Kump

Lead you to its URL
to view

Advertisement
page on SOUTHWEST
AIRLINES January 2012



Download a reader from iPhone

- Click App Store then search for QR Reader
- Type "QR code reader" then click search
- A list of QR reader will show on the screen
- Select a reader
- Click "FREE", then click "INSTALL APP"
- Type your ID and Password then click "OK"
- The QR Reader App will load into your screen

Tips about finding a good reader

- Before shop the reader on your smart phone, you could Google the QR Reader to check it out on your computer.
- Not all QR Readers are equal
- For sophisticate requirements the Reader needs special design by a developer

Generate a QR Code

- Get a free generator
- Type <https://chrome.google.com/webstore/category>
- Search for QR code generator app
- Add The generator to your cart

Generate your QR Code

- Click QR Code generator
- Type text or contact info
- Click Generate

