QR Codes: What are they?

A Quick Response code ('QR Code') is a two-dimensional (2D) barcode, just like the barcode you see on your box of cereal or on but it can hold more information.

![QR Code Image]

You can create a barcode with more than just a web address. You can create the code for the following types of 'data':

- Web address
- Phone number
- Contact details
- Email address
- Text message

Mobile Computing

Access to cutting-edge computing and mobile technology has brought advances in the Internet to the student:

- More than 50% of Facebook's 850m users access daily via mobile (more than 50% update their status each day).
- More than 50% of Twitter's 170m users access via mobile.
- 91% of US mobile Internet use is social or for non-collaborative
- 29% of mobile Internet users would scan a code to get discount.

How do you create a code?

There are many websites where you can create a QR Code, for free. The best ones are listed below:

- Kaywa – http://createqrcode.appspot.com
- Snap.ve – http://snap.vu
- Create QR Code – http://createqr.kaywa.com
- Mobile Barcodes – http://www.mobile-barcodes.com

How are they being used?

QR Codes are gaining momentum as businesses use them as part of their marketing strategy. Examples include:

- Tickets (events & airways)
- Discount codes
- Video (DVD, CD, etc)
- Product Information (medicine, advice, etc)
- Television and printed advert from Waitrose linking to their iPhone App (list ingredients and recipe)
- Business cards
- Store window (Facebook page, Fourquare check-in, etc)
- Google Places
- Real Estate (property particulars incl. Price, photos, own site, etc)
- Mike Merchants (details of wine, vintage and vintage)
- Calvin Klein billboard advert (link to announce YouTube video)

Future Use of QR Codes in the Business School

Name plate / Door Signs

Placing a QR Code on your name plate outside your office could link to your online calendar and/or contact details for quick scanning.

Promotional Literature

Placing a QR Code on a poster or leaflet gives a quick and easy reference.

Reference Letter

The QR Code displayed here links to the contact details and Academic profile of the sender / Framework Leader.

Framework Newsletter

Including QR Codes in the body of the (printed) Newsletter for quick access to online resources.

2011 Project Handbook (Revised edition)

Additional codes will be added to the Project Handbook (see above) to include other important resources.

Fundraising

Sponsored in Poole House at the beginning of March were students selling cupcakes and raising funds for a local hospice charity. ('Under the Fog' for Christine Hobbs Children's Foundation). Using QR Codes to link to the ‘Just Giving’ donation page (very innovative, well done guys!).

How are we using them?

QR Codes were introduced to the Placement students in the Business School as part of the Project Handbook. A code was placed on the back cover (see photo below) that linked to the Catalogue and Resources page on the Library website.

In the few days after the handbooks were given out we had 14 scans of the code from BlackBerry and iPhone devices, as well as several accesses from PC-based Internet browsers showing some students were using the shortened URL on their PC – possible indications that students without access to smart phone technology.