About Me

Medical-technical writer 15 years
- Ex-nurse and medically-oriented tech writer
- Owner of Write On Communications
- Doc Manager at Compressus Inc.

QR Code Maniac
- Data image
- Lots of info in a very small space

MadCap Groupie

Contact me
- www.pcoca.com
- www.linkedin.com/in/pamcoca/
  (To connect mention QR Codes)
- Tweet @PamCoca #qrcodes
- Email cocapf@cox.net
1974
The fore-runner of the QR Code, invented in the 1960s, was a one-dimensional Universal Product Code (UPC) that hit the grocery shelves in 1974. The first item was Juicy Fruit chewing gum.

1997
Denso Wave invented two-dimensional (data squares read in two directions) QR Codes to take stock of Japanese car parts.

2013
Three-dimensional barcodes are starting to appear. Giving depth and breadth to the code make it more appealing in certain circumstances.
Getting on the Bandwagon
QR Codes are read by special applications called QR Code Readers or Scanners

- Free Readers are available through the App store on your iPhone or Android
Prospective Outcomes

The results of your click depend on the information used when creating the code.

- Website
- Video
- Text message
- Contact info and the option of adding it to your Contacts

A combination V-card/QR Code can work well on a website.
Results Should Be Instantaneous

- Different phones have different readers
- Developers have differing ideas
- Steady hands are a must
- Have a direct line-of-sight
- It isn’t YOU!
Why am I creating this?
What do I want/need out of it?
How will I know if it is successful?

Who is my user?
What is their benefit?
What will entice them to scan it?

Is the contrast sufficient?
Is it aesthetically appealing?
Is the location conducive to safety?

Did it work immediately?
Have I tested it sufficiently?
What was my ROI (in time or dollars)?
Data Density

- The more data you add to a QR Code, the more rows and columns (21 x 21 up to 177 x 177) are created.
- Denser QR Codes need a professional scanner, rather than a cell phone.
- Both scanners on my Android can read the first five of these easily.
Some areas of a QR Code should not be altered:

1. The three corner boxes
2. The smaller boxes (aka tracking/alignment)
3. Quiet zone
4. Maintain a strong contrast
5. Data squares darker than background
QR Codes use the Reed-Solomon Error Correction Algorithm
Developers can set their own error rate (Flare’s rate is 11%) A lower error rate results in an easier to read code that can be displayed very small and read more successfully by a variety of readers/scanners A higher error rate allows more design creativity, but is not as easily read
- Strong contrast
- Rounded edges
- Code is raised or beveled
- 25% EC (○)
- Each square is about 6%
- Avoiding boxes, format & pattern areas leaves app. 72% for data
- With an EC of 25% you can totally alter up to 18% (25% of the 72%) of data blocks
- The image covers about 12%.
- Drips/life preserver are below the code
The Good...
Virtual Church Tour
Give them an inch and they’ll take all they can.

Keep your valuables out of reach of pickpockets.
The Bad...
and the OMG — What Were You Drinking!
Introducing SafetyTat QR -- Now Smarter is Safer!

SafetyTat is proud to announce SafetyTat QR! This innovative tat combines advanced smart phone technology with integrated QR codes on our award-winning temporary tattoos. The result is a customizable, cutting-edge solution that’s simple, smarter and safer.

Smart Research

Why were SafetyTat QR Tats created? The simple answer is you! So many of our loyal customers had requested a way for SafetyTats to carry more information, we had to find a solution. Our research led to QR or “Quick Response” codes, which when scanned can share large amounts of information in a small visual space.

We also found that QR code scanning now is everywhere -- up 700% in 2010 alone! Any smart phone with a QR app can scan these codes instantly and conveniently. (See a list of QR scanning apps below)

Right away, we knew we had the answer -- and the result is SafetyTat QR!
Overeducated, underemployed, wildly optimistic.

Understanding comes with TIME

millennials
Most Ingenious Use of QR Code

NEW TATTOO ARTISTS WANTED. TO APPLY, FILL IN THE QR CODE CAREFULLY.

Those who want to apply for a job at the newly opened Bergge Tattoo, must carefully fill out the QR code and show off their skills, in order to access the application form.
Professional Uses for QR Codes
2012
Tesco in Korea placed full size food and home products on the walls of the inner city underground to inspire virtual shopping while waiting for your train.
Every Day Uses for QR Codes
Trending

Australia
http://qrvoice.net

Brazil
http://educationqrcodes.wikispaces.com/Qr+to+Voice
Creating Your Own

1. Online or Download?
2. Google
3. GoQR
4. Flare
1. Use any paint bucket to change color(s) in a simple QR Code
2. Make background transparent
3. Use an average /median noise filter to round the corners
4. Carry the design off the code and onto the surrounding area
5. Add a gradient
6. Add a logo
Caveats & More...

- Scan safe codes from safe locations
- No signal – no worries!
- Post-scan, phone doesn’t sleep

Additional resources (like the one below) are available on my website: pcoca.com [happenings page > Resources button]
  - Test a QR Code online at http://www.onlinebarcodereader.com/
Thanks for attending today’s webinar!

As a webinar attendee, receive $100 off any MadCap Training Course:

Discount Code QR100*

For available training courses and to receive your discount, contact:

sales@MadCapSoftware.com
+1 858.320.0387 opt. 1

*Valid for any current or future training course reserved by December 17, 2013. Certain restrictions apply.
Questions?

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PDF Guide

Flare QR Codes

Video

Flare QR Intro