



# QR Codes eBooklet

Learn how to use them



SocialTweets.info

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## QR Codes, Learn how to use them – Tome 1

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## QR Codes, Learn how to use them – Tome 1

### Glossary

**QR Codes:** Quick Response Codes used to store and share data quickly

**Generate QR Codes:** To code data inside QR Codes

**Decode QR Codes:** To read the encoded data in QR Codes

**URL:** Web Address, Hyperlinks or links to online documents or files

**vCards:** Online business cards.

### Caution

This Free QR Codes eBooklet can be downloaded as a reference manual as is and without warranty. You can share it anywhere in its entirety but you cannot sell it.

By using the information and the links in this manual, you acknowledge that you take full responsibility for any losses that could result from their use.

### What are QR Codes?

QR Codes or "Quick Response Codes" are simply 2D bar codes that empower them to store more data that can be quickly and easily shared.



QR Code example



[hope140.org/hope4japan](http://hope140.org/hope4japan)



## QR Codes popularity and Smartphones sales

Although 2D bar codes exists in other formats like [Data Matrix](#) this eBooklet is only about the [QR Codes](#) as their use online and offline is increasing both by consumers and marketers with [Smart Phones boosting sales](#) .



## Who invented the QR Codes?

[Denso-Wave](#) a subsidiary of Toyota, invented the QR Codes in 1994 and while data sharing applications of the QR codes mostly aim to reach an audience using Smart phones, they can also be decoded by camera phones and from the Web.



[Denso-Wave.com](http://Denso-Wave.com)



## Simple rules to keep QR Codes readable

Keep it square, clear, with good contrast colour between the QR Code image and its background. Always leave a free square area around the code as it is necessary for decoding purposes. Choose an image format like JPG or PNG. Keep your QR Codes size over 1 inch to ensure viewing in a maximum of QR Codes decoders.

Most importantly, **TEST** your **QR Code** in different decoders to make sure it's readable.

## What can I put in a QR Code?

Before coding data in a QR Code, think about the purpose of the shared data and plan it so you can change the data within it without changing the QR Codes later on.

That way, if it sits on a promotional item like a coffee mug, per example, your QR Code will continue bringing new customers to your business for as long as your QR Code sticks on the mug and is seen around.

In brief, your QR Code itself can be coded with the data of your choice up to its [storage limit](#), which depends on its size, padding, included designs, its % of Error correction capacity and the type of data you put in. Coded URLs in QR Codes offer endless possibilities, and data can be updated in real time for a maximum of results.

## Where can I put the QR Codes?

QR Codes can be put in many places both online and offline. Here's a few examples:

**Online:** they can be put in Blogs, Websites, [Twitter Backgrounds](#) , Social Media accounts and even in email signatures.

**Offline:** they can be put in TV ads, Newspapers, Magazines, Books, business cards, and promotional items.



## QR Codes usage in images

Even if you don't have a Smart phone, you can still code, decode and use QR Codes.

Once you've created a working QR Code that can be decoded, you can use it online and offline in real life and in real time. The possibilities are endless.

Scan or click this QR Code that will show you a gallery of images of QR Codes on advertising items from [Google's Search by Image](#) :



## How to generate QR Codes

Using these coding services will enable you to generate QR Codes by encoding them with:

- **URLs:** A quick scan or a URL copied in a link decoder online and instantly, people are directed to your Website, your Blog, your Twitter or other Social Media Platform, the choice is yours.
- **vCard, email address, phone number, plain text, schedule event, the lunch specials of the day, the [map location to a store](#) or an event, instant rebates, the inspiring quote of the day and more, use your imagination.**

Since URLs are sometimes long and become broken , I will first introduce you to this simple free service to shorten and track your URLs and generate them in QR Codes easily and quickly.

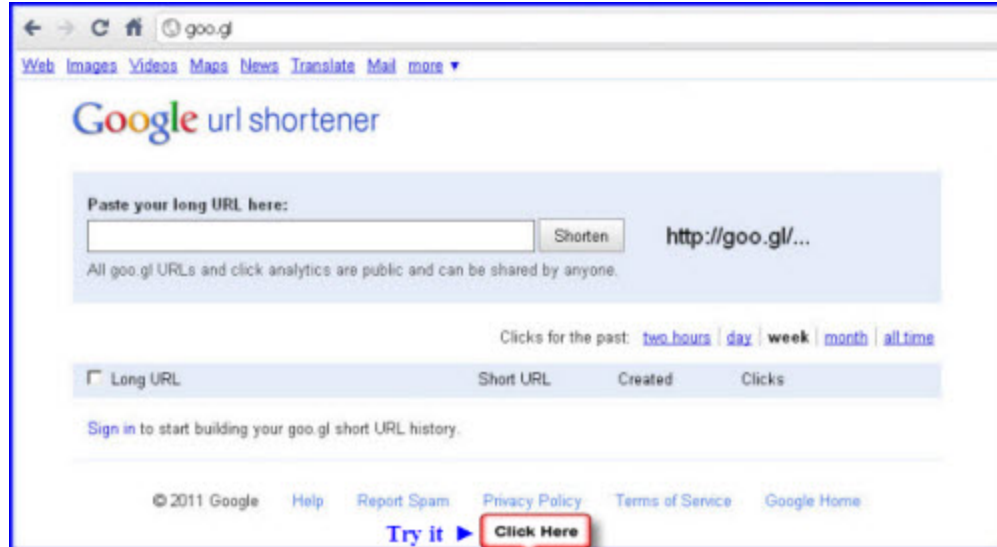


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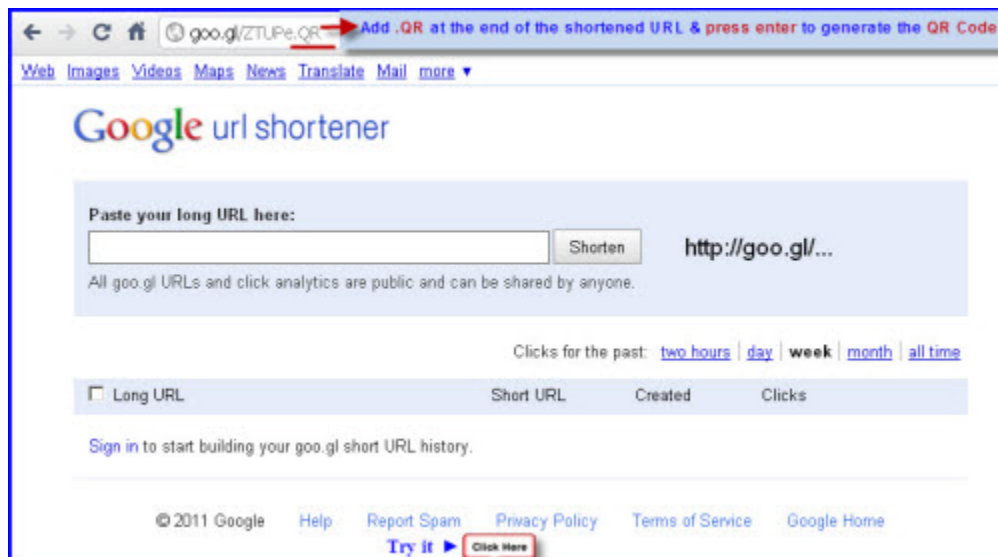
**Google's url Shortener:** This is a free, quick and simple tool for anyone to shorten links, keep track of them to evaluate their impact and create QR Codes in a snap, only by adding ".QR" at the end of the shortened URL.

*Note: Tracking the URLs requires that you login to your Google account.*

### Shorten and Track URLs



### Generate a QR Code with a shortened URL





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### Creation and tracking QR Codes services by [InterlinkONE](#):

This service lets use generate your QR Codes in colours for free. Just choose what data you want to encode in your QR Codes, pick a colour and save your QR Code.

*Note: QR Code Tracking is not a free service and requires registration.*

### Generate your QR Codes in Colours

The screenshot shows the 'Create your QR code' interface. On the left, a 'Click to Try' button is highlighted with a red box and a mouse cursor. A red arrow points from this button down to the bottom of the page. The main form area includes options for encoding data: Web Address, Email Address, Phone Number, Plain Text, Business Card, and Schedule Event. The 'Schedule Event' section has fields for Title, Start Date, End Date, and time (Hour, Min, AM/PM), along with a 'Get Your Code!' button. On the right, a purple QR code is shown. Below the QR code is a yellow box with a warning icon and the text 'Track the success of your QR Codes - [Subscribe now](#)'. At the bottom, a diagram illustrates the scanning process: 'Point your camera phone at the QR Code' → 'Snap a picture' → 'The QR Code will decode instantly' → 'You'll be brought to the webpage'. A blue triangle points upwards from the bottom center of the page towards the diagram.

Image shown for informative purposes from: <http://app.qrcreatetrack.com/#create-event>

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## How to decode QR Codes

Easy and Free, just choose the service you need:

### ■ Web Bar codes decoder:

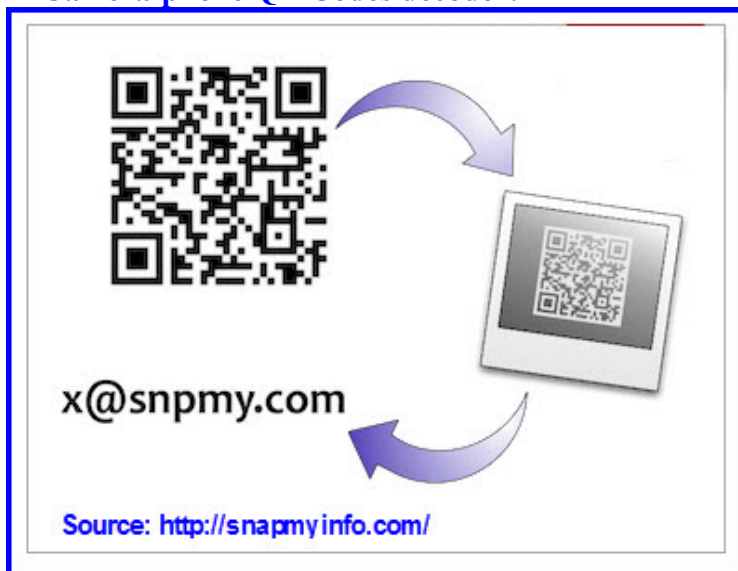
ZXing is an open-source bar codes decoder from image URLs or from image files:

### Decoding example in Zxing (“Zebra Crossing”)

The screenshot shows the ZXing Decoder Online interface. At the top, it says "Decoding QR Code using its image url" and "1- Go to ZXing". Below this, there is a text input field with the URL "http://goo.gl/Rs111" and a "Submit Query" button. To the right, it says "2- Decode a QR Code using its url:" followed by the same URL. Below the input field, there is a section for uploading a file with a "Browse..." button and a "Submit Query" button. At the bottom left, it says "ZXing url: http://zxing.org/w/decode.aspx". At the bottom right, it says "Copyright 2008 and onwards ZXing authors".



### ■ Camera-phone QR Codes decoder:





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### ■ Free App for iPhones that don't have a QR Code decoder:

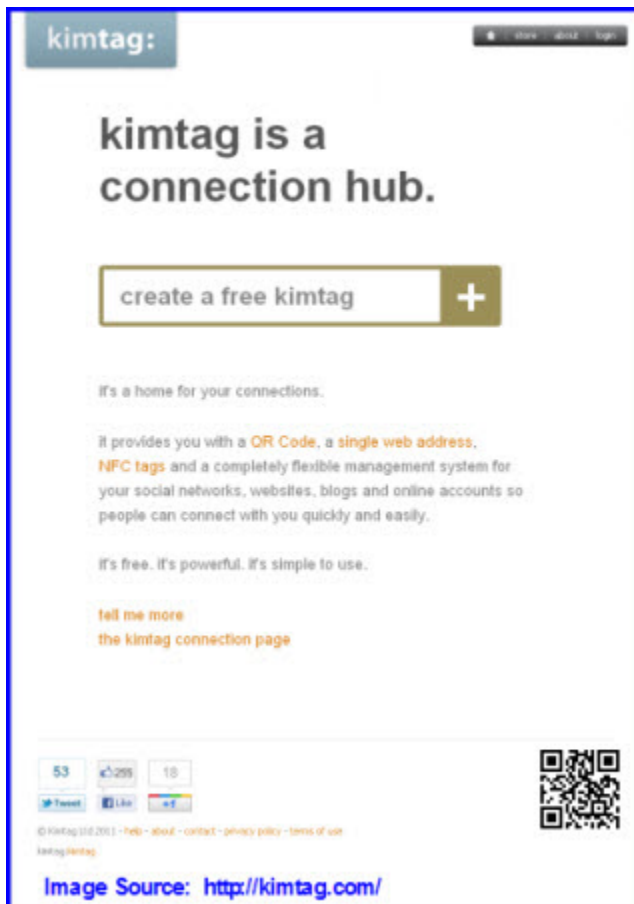
Go at [Cnet.com](http://Cnet.com) for the details on system requirements and how to download the Biz Barcode - QR Code generator, decoder, and scanner.

*Note: You must login to your iTunes account in order to download.*

## Tag yourself in one place with your QR Code

**Kimtag** is a professional free service for Web and Mobile phones users. Tag yourself in one place and let people know where to connect with you. Once you register, you can generate hyperlinks and QR Codes that link back to your customizable Kimtag Web page.

Being able to update your Kimtag's information in real time, gives you the latitude to ensure that your printed QR codes and Kimtag links are always up to date for productive online and offline connections.



### Note:

If you want to promote your QR Codes, promotional items can be purchased at the [Kimtag Store](#).

## Conclusion

With the increasing usage of QR Codes, may this eBooklet be a useful reference manual to help understand how to use QR Codes.