

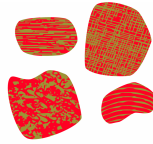
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QR Code Reader Guide

This guide includes:

- ❖ How to download a code reader
- ❖ Tips for Scanning QR codes
- ❖ Types of QR Codes
- ❖ Costs Associated with QR Codes



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How To Download a Code Reader

Some of the more recent smartphones already have a QR code reader installed and they just need to be activated. Have a look in your phones menu for apps with “code” in the name. Otherwise....

Using your mobile phone:

(1) GO TO: <http://www.mobile-barcodes.com/qr-code-software/>

(2) SELECT “Find a QR-Code Reader”

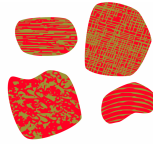
(3) SELECT the model of your phone (eg blackberry, HTC, Palm etc)

(4) SELECT a QR Code reader from the list provided (BeeTag is compatible with most of the popular phones)

(5) FOLLOW the download instructions.

(NOTE: The software is free but you may be charged for browsing the web using your mobile phone)

(6) LOCATE the code reader on your phone and start scanning.



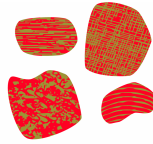
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Tips for Scanning Codes

- (1) **OPEN** your mobile phones code reader.
- (2) **AIM** camera over the code. Your code reader may have boundary markers to help guide you.
- (3) **FOLLOW** the instructions on your phone. For example, Iphones require you to take a photo of the code to activate it whilst HTC phones only require you to hover your phone over the code.

Tips:

- ❖ **Has your camera focussed?** IF your phone doesn't read the QR code immediately then try pressing within the boundary to focus the lens (your phone may also provide suggestions on how to read the QR code)
- ❖ **Are you within the boundary markers?** Make sure the code fills the entire space WITHIN the boundary markers. If the code is too small or if the code goes outside the boundary markers your phone may not be able to read the code.
- ❖ **Is there enough light?** Make sure you have enough light (you may not be able to read a code if the room is too dark). Some mobile phones have a light that you can turn on or is activated when reading a code.
- ❖ **Is the code on a flat surface?** Make sure the code is not bent or crumpled and is on a flat surface. Having said that however, your phone should be able to read a code that is on a wine bottle.



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Types of QR Codes

Currently there are four main codes and from looking at the codes on the right, you will not be able to tell which type of code it is. That's the mystery and intrigue of QR codes.

(Before testing the codes yourself check the next page for likely costs)

Web Link (URL)

the code launches a browser and takes you to a site specified by the creator



Contact Details (vCards)

the code launches the contact details of the code creator so you can add them to your contacts



Pre-defined SMS response

the code launches an SMS from your phone so you can respond to a creators campaign

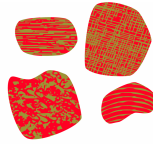


Display Text

the code launches text on your mobile phone for you to read.



The codes will become clearer to you once you have experimented with them. When you open your next newspaper or magazine you're likely to see one so scan it and see where it takes you.



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How Much Will it Cost?

QR code readers are **FREE** and QR codes can be scanned for **FREE**.

However, costs may be associated with certain QR codes as follows:

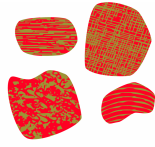
Web Link (URL) code: as this code links to a website, you **may incur mobile browsing charges** and this depends on your mobile phone provider

Contact Details (vCards): free to save to your contacts

Pre-defined SMS response: standard sms messaging charges may apply

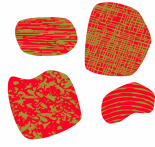
Display Text: free to view text on your mobile phone

Your mobile phone provider should warn you before you incur any charges but if you are unsure if you will be charged, please contact your mobile phone provider.



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