

# QR Codes: Bridging the print-to-digital divide

**THE MOBILE REVOLUTION  
AND LIBRARIES**

A Four-Part Infopeople Webinar Series  
Part 3: QR Codes  
Thursday, January 17, 2013  
Presenters: Susan Kantor-Horning and  
Tom Peters

Infopeople *helping libraries think differently*

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**Linking the Physical to Digital**

**THE QR INVASION**  
PHYSICAL AND DIGITAL MEDIA COLLIDE

1994 It all began in Japan

DENSO WAVE

QR CODES

Source: Jumpscan.com

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**How QR Codes Work**

1. Phone with camera and internet access.
2. Download and install a QR Code Reader on your phone. Examples: Zxing, BeeTagg, and NeoReader.
3. Phone's camera acts like a scanner, allowing it to "read" the code.
4. Once scanned by your phone, the codes can provide you with contact information, text message, contents of an eBook, mobile website, etc.

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### Rise in Popularity of Mobile Tagging



Find maps, phone numbers, directions, discounts and reviews from other users.

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### QR Code Backlash

## Pictures of People Scanning QR-codes



Source: <http://picturesofpeoplescanningqr.codes.tumblr.com/>

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### QR Codes & Shopping



Best Buy



RedLaser



John Fluevog

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## QR Codes in Libraries

- University of Bath added QR codes to catalog records
- Sacramento Public Library's codes load text message reference service
- Topeka & Shawnee County Public Library created a scavenger hunt
- Lawrence University's codes lead to selected music that can play on students' mobile devices
- Library Success: A Best Practices Wiki

[http://www.libsuccess.org/index.php?title=QR\\_Codes](http://www.libsuccess.org/index.php?title=QR_Codes)

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## Contra Costa County Library

# SNAPGo

A QR code is displayed next to a smartphone. The QR code is a standard black and white square code. The smartphone is a black device with a screen showing a website or application interface.

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## Technology Innovation Grant

The SNAPGo logo is shown above a QR code. The logo features the text 'SCANLINK KNOW' in red and blue, with a QR code below it. The SNAPGo logo is also visible in the bottom right corner of the image.

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## Quipu's Mobile Tagger



QR Code Generator  
Create single code or batch  
Set preferences for margin size  
Additional text to display

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## 2" code and a mobile website



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## Soft Launch



Library Promotion

The Concordian Community Newspaper

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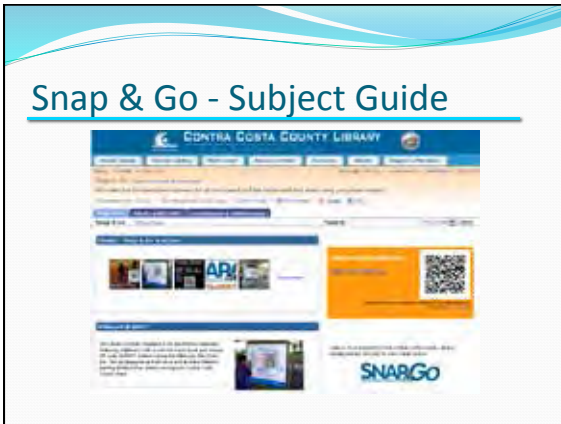
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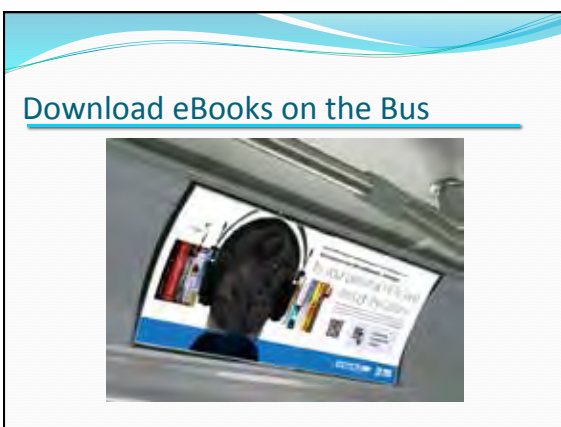
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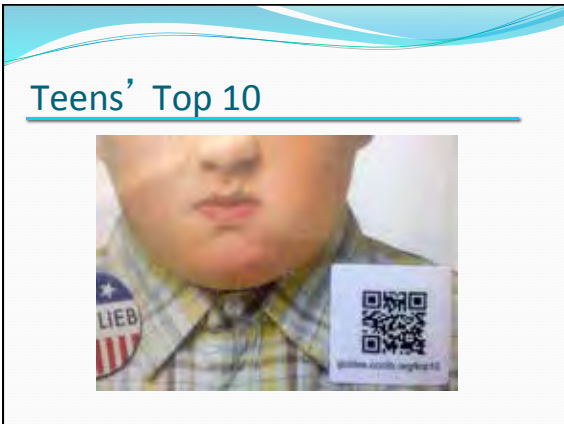
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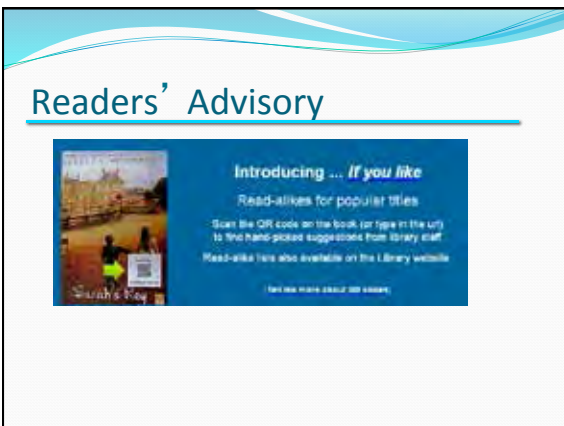
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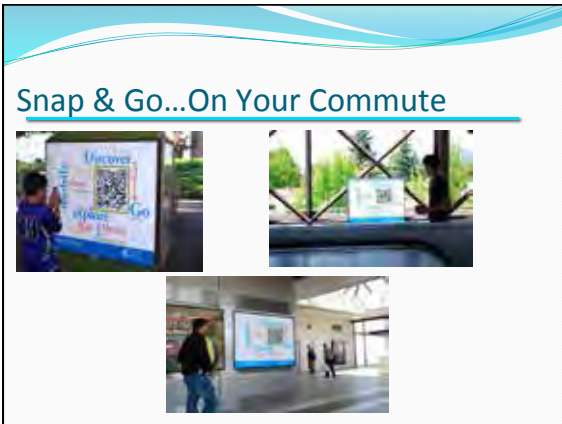
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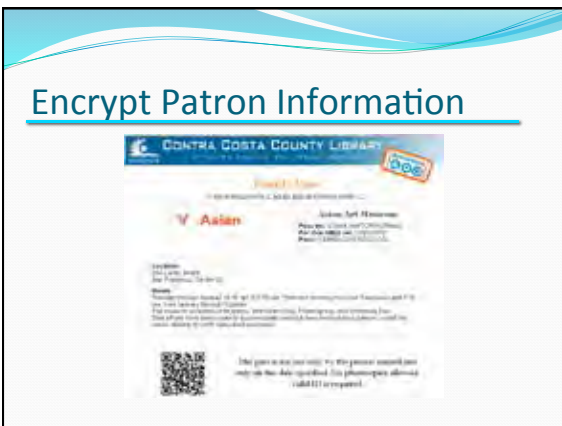
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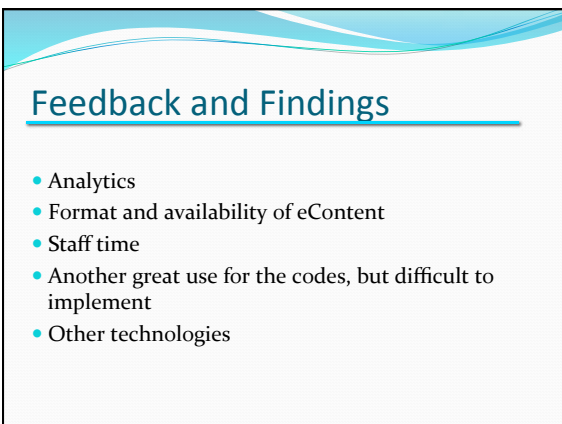
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# QR Codes: Bridging the print-to-digital divide

Thank You for your Time and Attention

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- Tom Peters
  - [tpeters@missouristate.edu](mailto:tpeters@missouristate.edu)
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