

Understanding

QR CODES

What Are They and Who is Using Them?



QR CODE

[KIYOO - JIHR KOHEI] - NOUIN
(Quick Response Code) A 2D matrix bar code capable of storing up to 4,296 alphanumeric or 7,089 numeric characters.

IT ALL BEGAN IN JAPAN

In 1994 Denso Wave Inc., a global automotive components manufacturer headquartered in Japan, created QR codes for tracking vehicle parts. This was the beginning of the QR code invasion in Japan.



Starbucks is Using QR Codes for Payment

Starbucks patrons can now pay for their goods at over one thousand locations all across the United States. All you need to do is to bring your phone along with you.



Customs Shop of World's Largest Officially Licensed Kinky Family Farm, located in Lacombe, Alberta, Canada, discovered the world's largest QR code. The code sends people to the farm's website.

10 MOST POPULAR BUSINESS USES



Product Info

Real Estate

Social Media

App Downloads

Coupons

Real Estate Website Posts

Store Coupons

Analytics/Reports

Loyalty Programs

Current & estimated

NUMBER OF QR CODES

created worldwide
of Japan from
2012-2016.



QR code scans

BY AGE

