



QR Codes

(Quick Response Codes)

Developed by Toyota in Japan as
a way to ID their cars

Where to put them:

Email

URL links (websites)

Social networks

Addresses

Phone numbers

Ready to send text message

Maps

Listings

Or just about anything online

What to put on them:

Email signature

Business cards

Vehicle

Yard signs

Advertisements

Banners

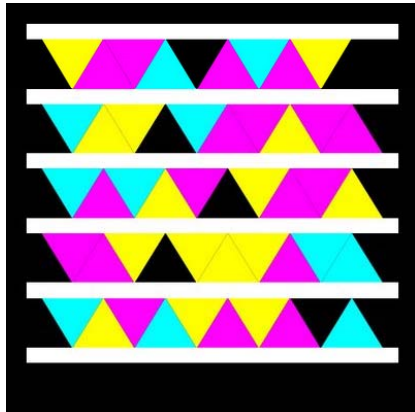
T-shirts or other promotional items

Blogs, social networks, website

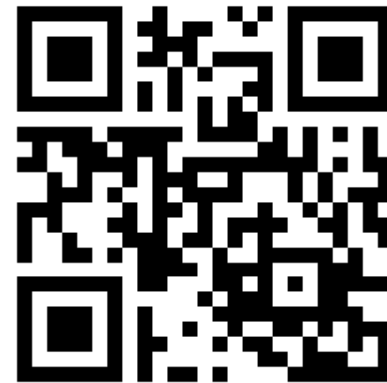
To get one (or more) for yourself:

- Search Google for a QR Code generator
- Pick the one that fits best for your needs
 - They are FREE
- Download a QR reader to your mobile device

Microsoft



Just about everyone else



What's Next?

Google Places removed the QR Code option for businesses, leaving many to wonder if QR Codes will decline in popularity. Google is now researching the option of offering NFC (Near Field Communication) tags instead of QR Codes.