عينة لخدمة تلخيص لورقة علمية تبحث موضوع

'' تقنية الكيو آر كود و إستخدامها في التسويق''

قام بإعدادها خبراؤنا الاكاديميين

Sample Summarizing Service on

"QR Codes and Marketing Applications"

QR Codes, as shown in Figure 1, are two-dimensional barcodes that can embed digital information about any item, such as a retail product, map location, phone numbers, etc. QR Codes were invented in 1993 in Japan to manage assets in the automobile industry (QR Code Stickers, 2011). The codes quickly became popular within the automotive industry and sparked iterative development by several digital technology companies.

Figure 1: Example of a QR Code.

Wikipedia, 2013

Later, QR Codes made their way through various manufacturers, automotive part suppliers, quality assurance and testing companies, and other value chain members for tracking and various other purposes. With this widespread usage, various associations and organizations mandated standards and guidelines to regulate the development and use of such codes. For instance, the Association for Automatic Identification and Mobility (AIM) standardized the Code in 1997 (AIM, 2012). As well, ISO/IEC 18004 was issued in 2006 to specify the requirements for QR codes, which were classified under information technology, automatic identification and capture techniques (ISO.org, 2013).

Essentially, QR Codes are two-dimensional matrix barcodes that can be printed on an asset or object that needs to be labelled or tracked. The printed code includes encoded data or information that can be customized with a software application. When the code is scanned with an electronic device, such as a mobile phone, it can display information or link the person scanning it to specific information or media. Consequently, the information can be changed after printing the code because what is embedded in the code is not actually the full information but rather a link (or pointer) to the target information. For example, in most business applications, the QR Code embeds a URL link to a website. Therefore, the hosted data can be changed at any time. The scanner device (for instance a mobile phone) has to be connected to a centralized network (such as the internet) to access the data to which the user is directed by the embedded link within the QR Code (CreateQRCodes.org, 2013).

In addition to connecting to a website on desktop or mobile phone browsers, QR Codes can execute a variety of other functions. For example, QR Codes can be linked to Twitter, Facebook and other social or professional networking pages or profiles. In addition, QR Codes can activate various functions on a mobile phone, such as dialling a phone number or sending a text message. The data embedded in the code can connect to video or audio media stored on a network and link to and download a contact details card (VCARD) to a mobile phone or tablet.

QR Codes are also widely accessible and easily customizable. The code can be scanned with any device equipped with reader software. A wide variety of QR reader applications are now available on most mobile phone application libraries. The codes can be customized to have diverse colours, sizes and textures. The anchor shapes, which are the squares on three corners of the QR codes used to anchor the scanner, can also be customized. A QR code can display photo media, such as a logo or coloured text. Figure 2 shows an example of colourful QR Codes custom-designed by the web-hosted QRlicious designer of Visioniz LLC. Appealing designs, textures and colour customization are useful for business branding and competitive recognition.