A Dozen Innovative QR Codes

by

Paul Glattstein

Background

QR (Quick Response) codes were created in 1994 by a Toyota subsidiary Denso Wave in Japan. They were used as part of the auto manufacturing process to scan the car parts at high speed. QR codes are free to create, cheap to install and nearly all modern smartphones have apps that can scan them and display the links to websites or other interactive content.

Some of the uses for QR codes have become really innovative.

World's Largest QR Code

This is officially the world's largest QR code. Carved into a field of maize in Alberta, Canada,

it's 309,570 square feet (7.1 acres) and links to the Kraay Family Farm website.
Photos of it (all taken at an angle) don't seem to work well with QR readers so its not too useful.

QR Code Cows

Farmers in Somersby, UK, came up with an idea of marking their cows with spray-paint QR codes. So far

they are only testing the idea and have only one QR coded cow, called Lady Shamrock. Scanning the cow will give you information of it's milking time, favorite foods and how it's cared for.

Oxford War Cemetery Gets QR Code

A war cemetery in Oxford, England is using mobile phone technology to give information about people buried there.

A panel being installed at the war graves site at Botley Cemetery bears a QR code which can be scanned to retrieve information about some of the 671 men and women buried there.

It marks the start of a project to install similar panels at 500 sites across Europe.

Guinness QR Cup

The Guinness QR Cup reveals the code only when filled with dark beer. Scanning the cup tweets about

your pint, updates your Facebook status, downloads coupons & promotions, checks you in via Foursquare, invites your friends to join and launches exclusive Guinness content.

Shadow Powered QR Code

Emart, a retailer from Seoul, started a campaign "Sunny Sale" to boost lunch time sales. The idea was to provide people a unique shopping experience only

during lunch hours. They made a 3-D QR code which only works when the sun is at its zenith & the shadows line up allowing the code to be scanned to access a "Sunny Sale" promotion with discounts and coupons.

Mercedes-Benz To Add Car QR Codes

Daimler is to paste QR code stickers on it's Merceces-Benz cars.
The black & white barcodes are designed to help firefighters and paramedics get critical information needed to save car crash victims.

The QR codes direct smartphones to a web page showing where to cut into each type of vehicle to free its passengers.

It provides information about the location of the airbags, the battery, tanks, electric cables, high pressure cylinders and other components.

Gibraltar Targets Tourists With QR Codes

Following the lead of the UK town of Monmouth, Gibraltar is putting up QR code plaques that will take visitors directly to a Wikipedia page about each tourist

attraction. The organizers want the QR codes to check the user's phone set-up in order to display infomation in the correct language.

QR Codes Boost Tourism in Rio de Janeiro

Officials in Rio de Janeiro have begun embedding QR codes into pavements to guide

tourists around the city. The black and white QR codes are being built with the same stones used to decorate the pavements with more traditional mosaic designs.

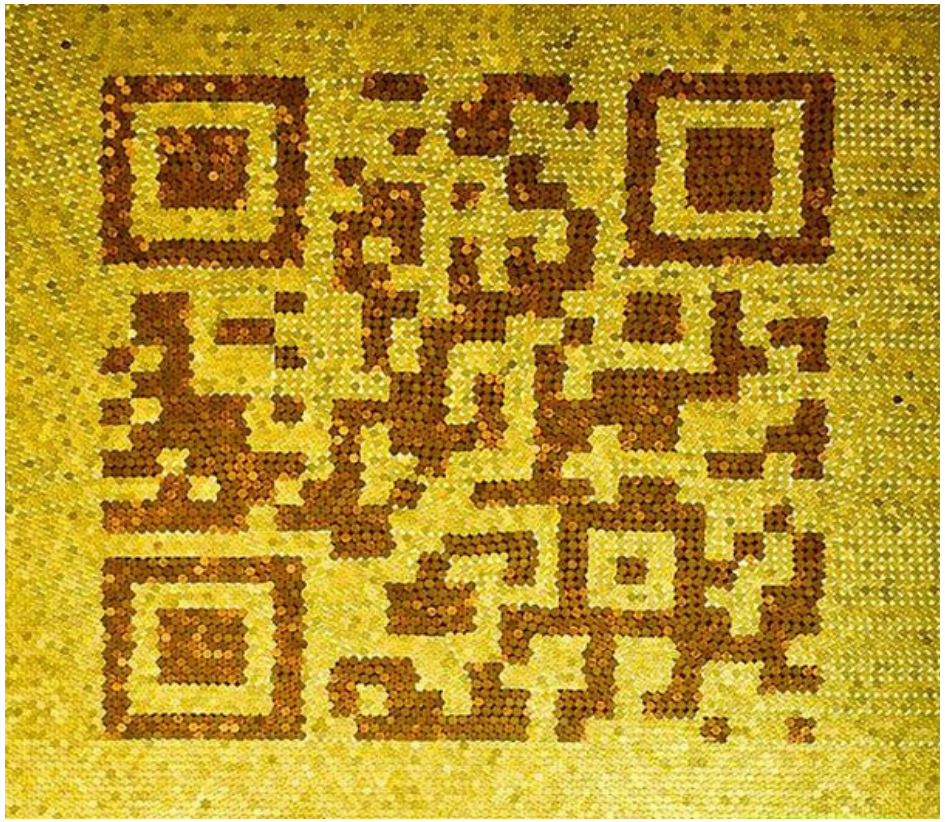
QR Code Coins

The Netherlands has presented the first ever QR Code coins. A limited edition of coins were

released by the Royal Dutch Mint for the 100th anniversary of the Mint in Utrecht with a link to a Dutch website about the coins and the Mint.

QR Code Coin Mosaic

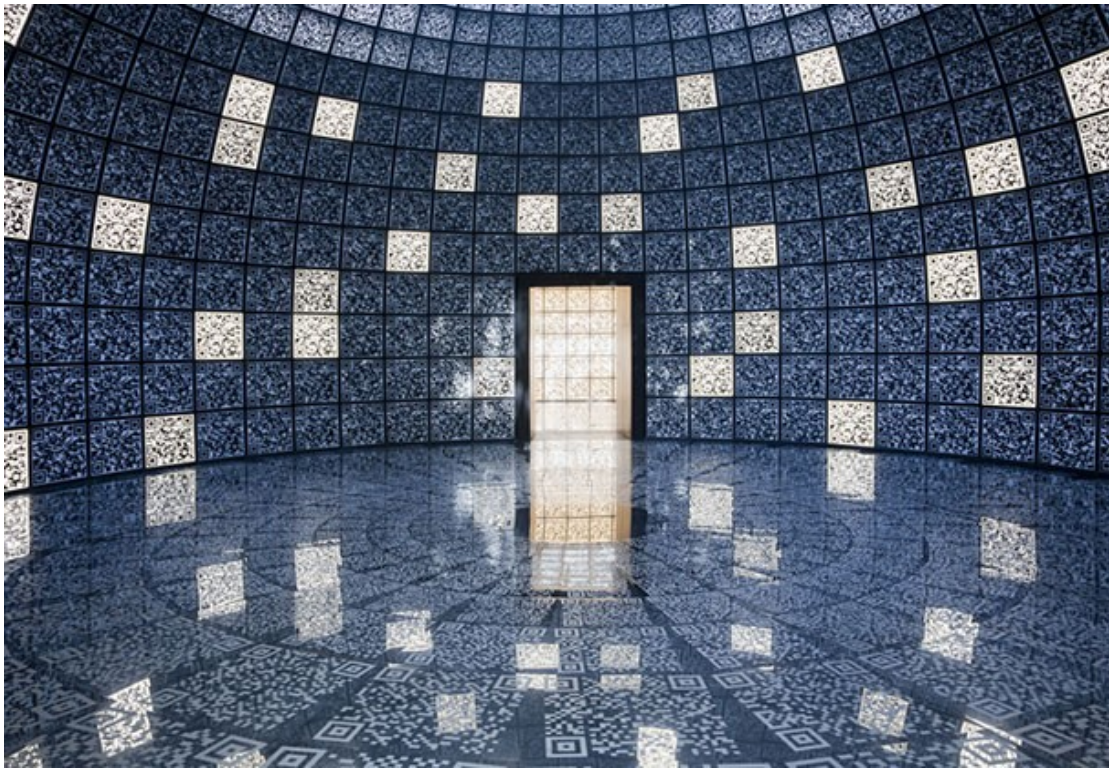
SEB bank in Estonia holds the Guinnes Record



for the biggest coin mosaic, made from 53,757 coins by 412 employees it weighs 483 pounds.

Futuristic QR Code Pavilion

Russia's pavilion at the Venice Architecture Biennale has its whole surface covered with QR codes. Visitors are encouraged to "enter" the innovation city, Skolkovo



which is planned to be built near Moscow by 2017), by scanning the QR codes.

Giant QR Code On The Facebook HQ Roof

After moving to a new HQ in Menlo Park, Facebook employees were encouraged by Mark Zuckerberg to

"make the new space feel like home". They got together and painted a 42 foot QR code on the roof.

End of Presentation

are there any

Questions

or

Comments