

# Unique Computer Applications and Their Uses in Racing

# QR Codes - What are they?

A QR code (abbreviated from Quick Response code) is a type of matrix barcode (or two-dimensional code) designed to be read by smartphones.

The code consists of black modules arranged in a square pattern on a white background.

The information encoded may be text, a URL, or other data.

# QR Codes - Uses

- Calendar Events
- Contact Information
- E-mail Address
- E-mail Message
- Geo Location
- Phone Number
- SMS (Text Messaging)
- General Text
- URLs (any web address)
- Wifi Network Access
- Youtube Video
- iTunes link
- Social Media (Twitter profile/update, Facebook, LinkedIn, ect)



# QR Codes - Where they are?

QR codes storing addresses and URL's appear in magazines, on signs, on buses, on business cards, or on almost any object about which a person might need information.

People with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the telephone's browser.

This act of linking from physical world objects is termed hardlinking or object hyperlinking.

RALPH  
LAUREN



**NEW**

# QRious?



Connect your print to the web.  
Talk to us today about QR Codes



V-Card encoded temporary tattoo for booth scanning of customer details at a trade show.



Business card with QR codes encoded with Facebook profile URL, Google Maps link and V-Card.



Wedding invitation with URL encoded online RSVP link



URL encoded QR code linking to maintenance record for equipment



Web-based parking area access control



Airport passenger check-in