

# QR codes Case Study

## AIDS.gov



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# What I Do

Technical Lead



Interactive Media Lead



# QR codes Case Study

## AIDS.gov

- QR Code Overview
- AIDS.gov approach
- Best Practices & Resources
- Using Analytics



# 2011 Marks 30 Years of AIDS





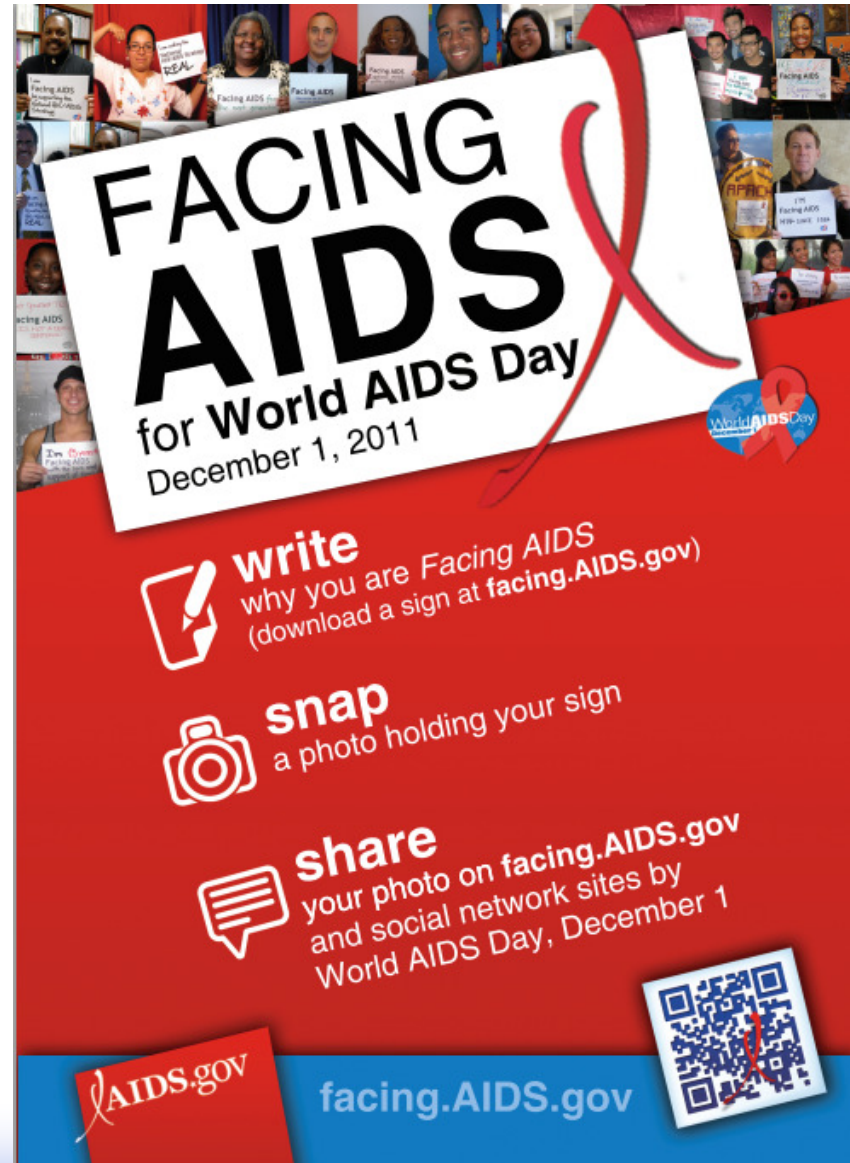






# QR Code Overview

- Credibility and Context
- Give People a Reason to Scan
- Purpose = Value
- Mobile-Specific



**FACING AIDS**  
for World AIDS Day  
December 1, 2011

**write**  
why you are Facing AIDS  
(download a sign at [facing.AIDS.gov](http://facing.AIDS.gov))

**snap**  
a photo holding your sign

**share**  
your photo on [facing.AIDS.gov](http://facing.AIDS.gov)  
and social network sites by  
World AIDS Day, December 1

[AIDS.gov](http://AIDS.gov) [facing.AIDS.gov](http://facing.AIDS.gov)

World AIDS Day

QR Code

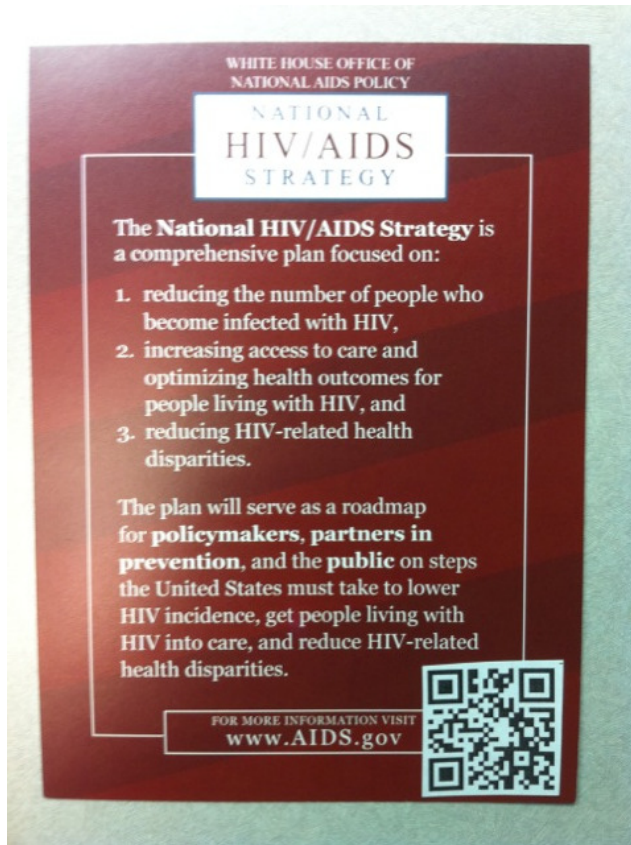
The graphic features a collage of diverse people holding signs that say "Facing AIDS" and "REAL". A large red ribbon is draped across the top right. At the bottom right, there is a QR code with a red ribbon icon overlaid on it.

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## AIDS.gov

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- **AIDS.gov Approach**
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# AIDS.gov Approach



- Numerous Mobile Resources
- Printed Resources including Fact Sheets, Promotional Materials, Community Partners
- Branded
- Use Analytics

# AIDS.gov Approach

- Simplicity – short URL's
- Mobile-Specific
- Share best practices with others working on HIV/AIDS Community



<http://m.aids.gov>



<http://locator.aids.gov>

# Building a Mobile, Location-Based Search Mash-up for AIDS.gov

- QR Code Overview
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- **Best Practices**
- Using Analytics

# URL's can be Long...

Long URL's create  
complicated codes

Average URL on AIDS.gov  
approaches 30-40  
characters

<http://www.aids.gov/hiv-aids-basics/hiv-aids-101/overview/aids-timeline/index.html>



# Simplify for Best Results

- The suggested minimum size is 1.25” x 1.25”
- Use URL Shortener when possible (will decrease the need for a larger size)
- Add white space around the QR code for easier detection
- If possible, add a link as text to accompany the QR code
- Link to mobile-specific or mobile-optimized resources



# Device Testing



# Branding



# Resources

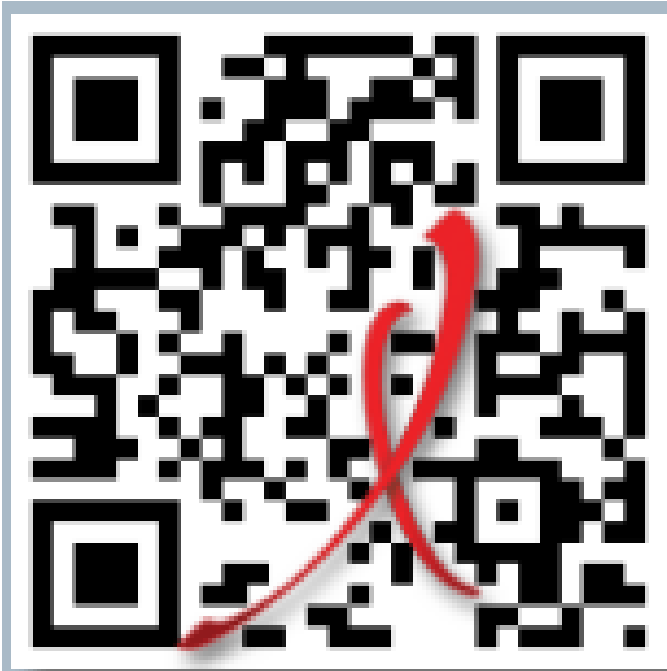
- QR generators
  - <http://qrcode.kaywa.com/>
  - <http://goqr.me>
- QR readers
  - Depends on smartphone platform
  - Quality is inconsistent
  - We do not recommend or endorse a specific one

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# Analytics



- <http://m.aids.gov/touch/?qr=true&mat=bc>
- qr=true let's us know the link came from a QR scan
- mat=bc came from a business card
- Tracking these resources in Google Analytics helps us sort how and when these QR codes were used

# AIDS.gov resources

- Mobile site - [m.aids.gov](http://m.aids.gov)
- Locator - [locator.aids.gov](http://locator.aids.gov)
- Twitter - [@AIDSgov](https://twitter.com/AIDSgov)
- Blog - [blog.aids.gov](http://blog.aids.gov)

## Connect

- Twitter - [@thulcandrian](https://twitter.com/thulcandrian)
- email - [jvanderlan@icfi.com](mailto:jvanderlan@icfi.com)



**Joe Barber**  
QR Security Analyst

**1to1 QR CodeZ  
&  
Data Security**

**[JB@CodeZQR.com](mailto:JB@CodeZQR.com)**  
**713-532-8638 Ext. 752**



computer output  
print & internet



QRPurlz Scan2Web

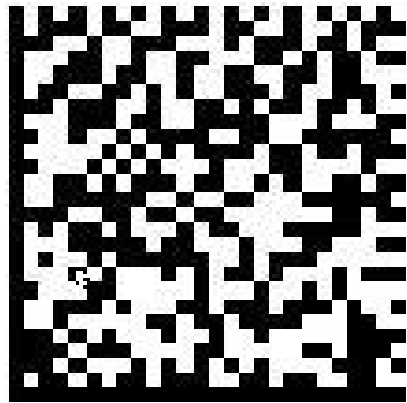


1to1 Clickable Print

## Who IS COPI

- **30+ Yr. HVTO History**
- **High Volume, High Demand, Data Driven, Transaction Output**
- **20+ Yr. 2D Bar Codes**
- **Enterprise Clients: IRS, Citicorp, AT&T, ...**

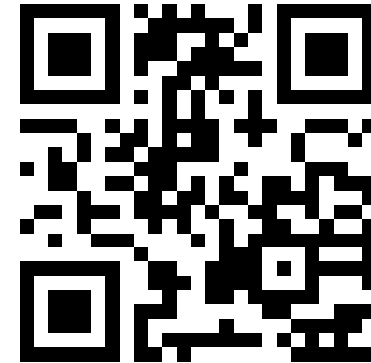
**DataMatrix**



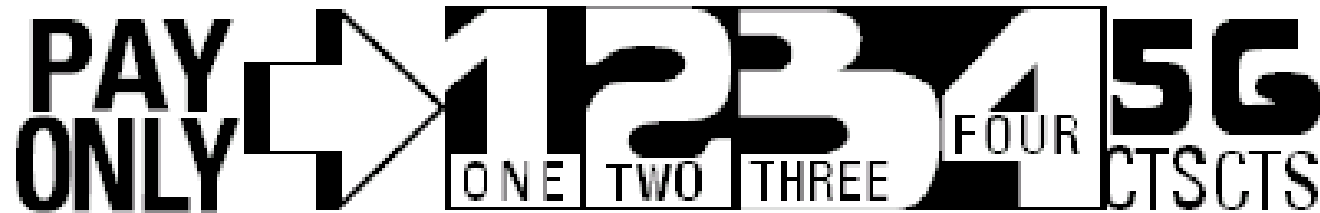
**PDF 417**



**QR CodeZ**



**SecurZ**





# Who Should be Interested?



- **1to1 Dialogues**
- **Database Driven QR**
- **High Volumes**
- **Data Security Priority**

# Steps to a QR CodeZ

1. Database Info to be QR CodeZ Encoded
2. Integrated into Print Data Stream
3. Passed to CodeZ QR Subroutine
4. Encoded into a PURL & Shortened
5. Encoded into a 1to1 QR CodeZ
6. Returned to Data Stream for Printing

# Application Ideas



- **Statements & Notices**
- **Payment Processing**
- **Counterfeit Protection**
- **Response Processing**
- **ID Cards & Licenses**
- **Direct Mail**



**Joe Barber**

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# Leveraging the Government Experience Through QR Codes



# Google maps

We're a  
**Favorite  
place**  
on Google



maps.google.com

do you have a facebook?



## Canon

### Powershot G11 Digital Camera- Black

Model: 36326001 SKU: 9491926

10

MEGAPICLS

5X

OPTICAL ZOOM

2.8"

WIDE ANGLE

OPTICAL IMAGE STABILIZATION

STRAWBERRY

# 499<sup>99</sup>

This powerful digital camera supports uses optical image stabilization and face detection technology to ensure your images look their best. Canon's DIGIC 4 image processor creates crisp, clear pictures & reduced camera noise.



Este potente cámara digital usa estabilización óptica de la imagen y tecnología de detección de rostros para fotos excelentes. El procesador de imagen DIGIC 4 de Canon crea imágenes claras y Gobierno Resistentes ★ ★ ★ ★ ★ 4.5/5 de Reviews (Powershot.com.es) 36326001-01

Canon PowerShot G11 (Black) (36326001-01) (Black) (36326001-01) (Black) (36326001-01)

as low as \$14/month 11.9% APR/48 Months

Manufacturer's Warranty: 1 Year Parts & Labor. Full warranty and available upon request. warranty on parts may vary.

Product Dimensions: 11" W x 5.5" H x 1.75" D  
Expansion memory sold separately.

Barcode

UPC: 000000 36326001 01  
Product ID: 36326001



• Get Total Protection for \$99.99 (3 Year) or \$69.99 (2 Year)

# What is a QR Code?



- Stands for Quick Response (QR) Barcode
- Is A 2-D Barcode That Can Be Decoded (*Using Free Software*) With Most Newer Model Camera Phones
- QR Codes Have Different Levels Of Error Correction Built Into Them. Up To 30% Of The Image Can Be Covered Up Or Destroyed, While Still Having The Information Completely Readable.
- Trackable (With URL Linking)

# How's It Compare To A Normal Barcode?



**What's Encoded?**

1-1-1 4-1-1-1 1-2-3-1 2-3-1-1 1-4-1-1 2-2-1-2 2-2-2-1 1-1-1-1-1-1



**What's Encoded?**

<http://www.yourdomain.com/smartcodes/DF2342EFGKL39>

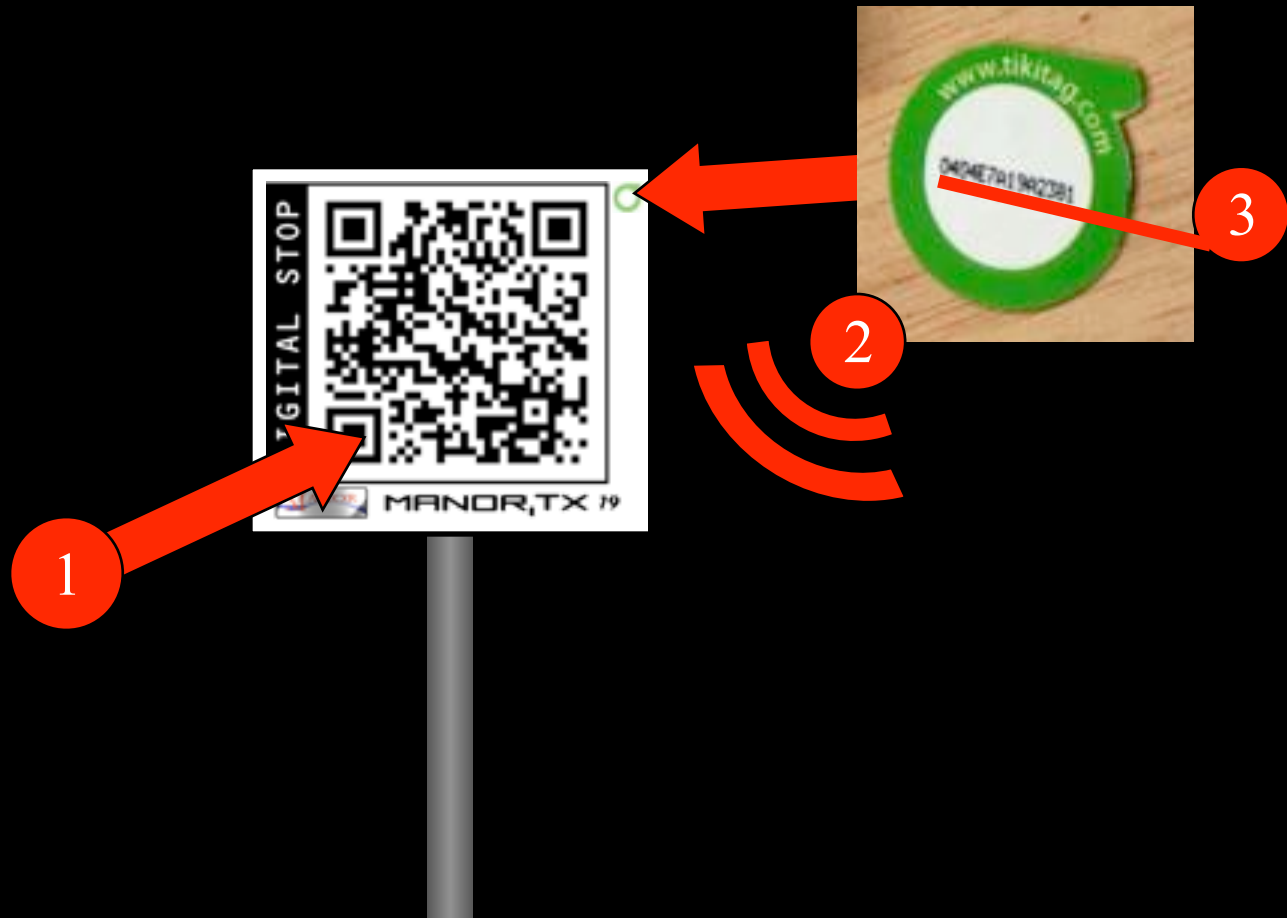




**MANOR EXAMPLE**

# Manor Digital Stop

VERSION 2.0



# Current Locations





**DEPLOYED EXAMPLES**







# Hyperlinking Capital Projects

**MANOR**





# Manor's Uses

- Open Government Initiatives
- Capital Projects
- Historical Buildings
- City Infrastructure
- Vehicle Tagging



**Total Cost of Program (Phase 1)? \$400.00**



**HOW TO?**

# How To Enable Your Phone To Read QR-Codes

Find A Compatible Reader For Your Phone

- iPhone Reader:

- I-nigma (From App Store)

- Android Phone:

- Barcodes (From Market)

- Other Phones:

- Go To [www.i-nigma.mobi](http://www.i-nigma.mobi) From Your Phone Browser.

If All Else Fails Go To:

[www.cityofmanor.org/qrcodereaders.xls](http://www.cityofmanor.org/qrcodereaders.xls)

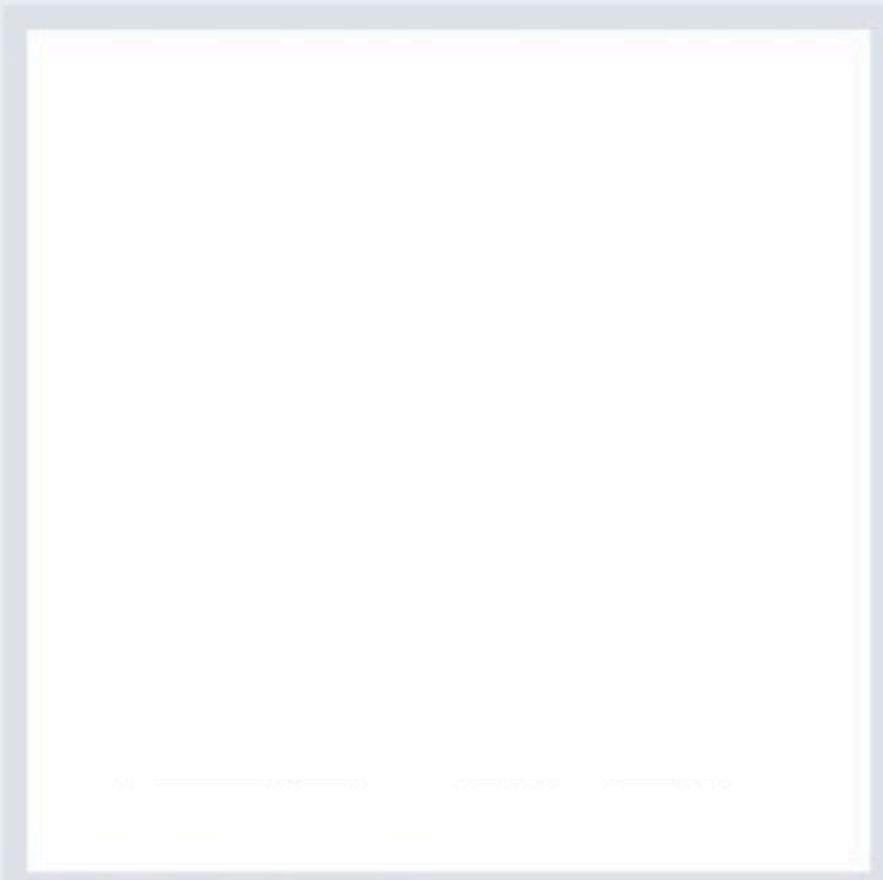
(Comprehensive List Of Other Compatible Readers)

Contents

URL

Barcode size

**Generate →**



[Download](#) or embed with this URL:

# How To Make A QR Code?

- Many Options Are Available:
  - Online Based Generators:
    - Google <http://zxing.appspot.com/generator/>
    - I-Nigma <http://www.i-nigma.com>
    - Touchatag <http://www.touchatag.com>
- They Are All **FREE**



**FUTURE USES**





Ideas, Feedback, Comments



# Location-Based Feedback





**ANY QUESTIONS?**

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