



Everything you  
wanted to know  
but were afraid to  
ask about  
QR codes.

QR



Have you ever used qr  
codes?

# Agenda

- What is a QR code?
- Application
- QR codes around the world
- The process of creation
- Advantages and disadvantages of QR codes



quick response-быстрый отклик

widespread-широко распространен

binary format-двоичный формат

data carrier-носитель данных

payment system-платежная система

risk of fraud-угроза мошенничества

sequence of data-  
последовательность данных

mandatory standard-обязательный  
стандарт

excludes errors in manual data entry-  
исключает ошибки при ручном  
вводе данных

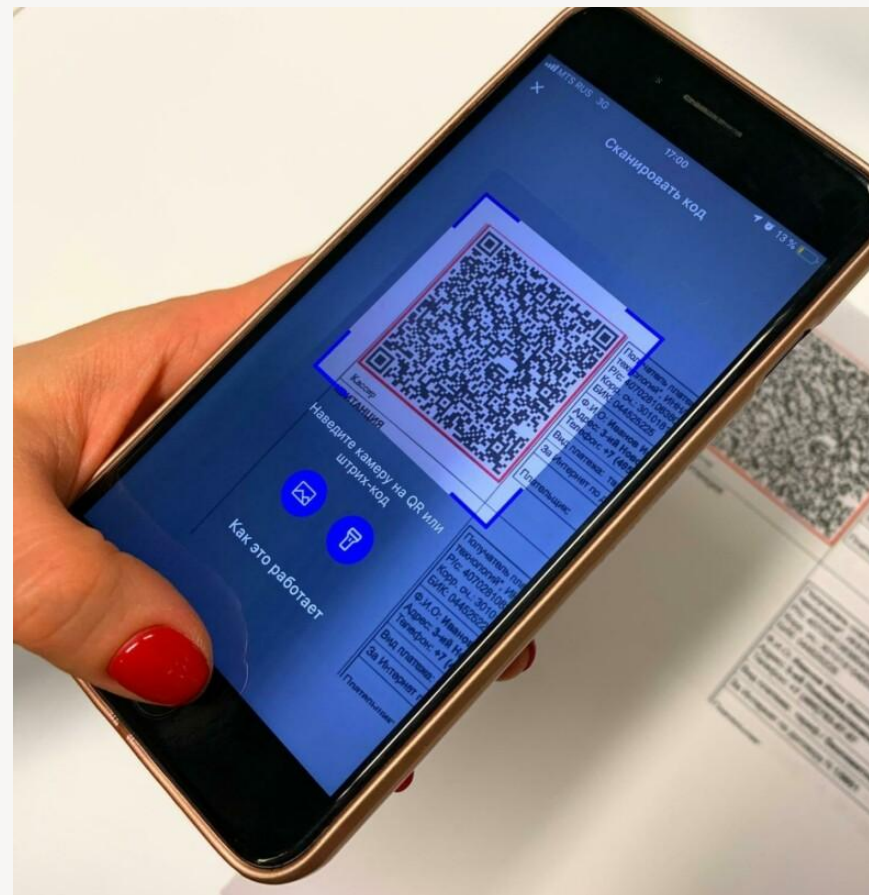


# What is a QR code?

quick response-  
быстрый отклик

The first QR code appeared  
in the 90th in Japan and it  
was developed in Toyota.

In the 2000s QR became an  
experimental way of  
payment, but at the  
beginning the operation took  
too much time -20 seconds.









# Application


- discounts
- links to the sites
- payment for vehicles
- menu at the restaurant
- event tickets
- translations into different languages
- television advertisement
- social networks
- order of goods and services, etc.

**аэроэкспресс**  
Пунктуально. Актуально.


Электронный билет / E - ticket 

Дата отправления / Departure date	30.03.2013
Станция отправления / Departure station	Домодедово
Станция назначения / Arrival station	Павелецкий вокзал
№ билета / Ticket No.	227454
Тариф / Fare	Стандарт
Стоимость, руб.* / Price, RUB*	360
Место / Seat	
Время оплаты / Time of payment	25.03.2013 12:52

8 800 700-33-77 Горячая линия (звонки по России бесплатны) \*Включая 18% НДС / Incl. VAT 18% реализовано агентом



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FULLSTEAM  
AGENCY


Lauantai  
30.11.2013  
klo 18:30  
Ovet 18:30

Fullsteam proudly presents  
**SIGUR RÓS (ISL)**

Katsomo  
Permanto

**Pääsylippu**  
65,00 EUR

Sis. alvimaks 5,91 EUR

Nikolaev Sergey  


3031 P  
00011 1544

3031 P  
00011 1544

3031  
00011





do you know any other application  
of the code?

# QR-payments are walking around the world



1

## Saudi Arabia

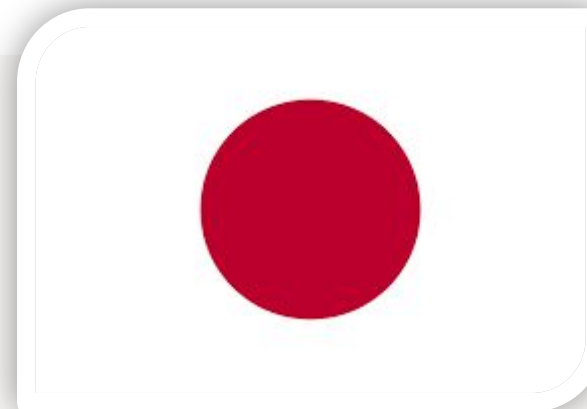
the national platform for using QR codes



2

## Japan

at the cemeteries QR codes inform about the dead  
using QR instead of the traditional schedule of lessons



3

## Brazil

a new mandatory standard of payments by QR codes



**Why Brazil has performed a new mandatory standard of payments  
by QR codes?**



# QR-payments are walking around the world



4

## China

the elderly people were given badges with QR codes



5

## USA

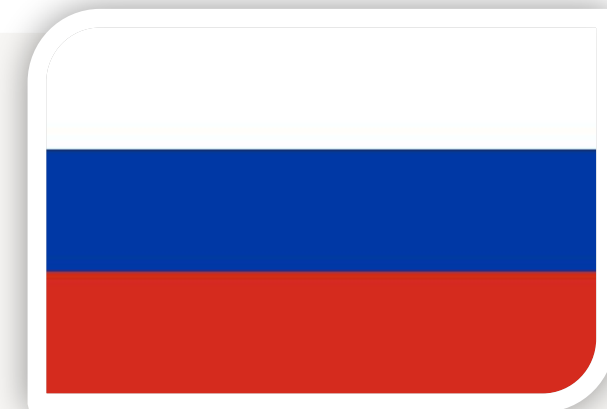
a loyalty program, where you can learn about the nearest coffee houses, rate the coffee and so on



6

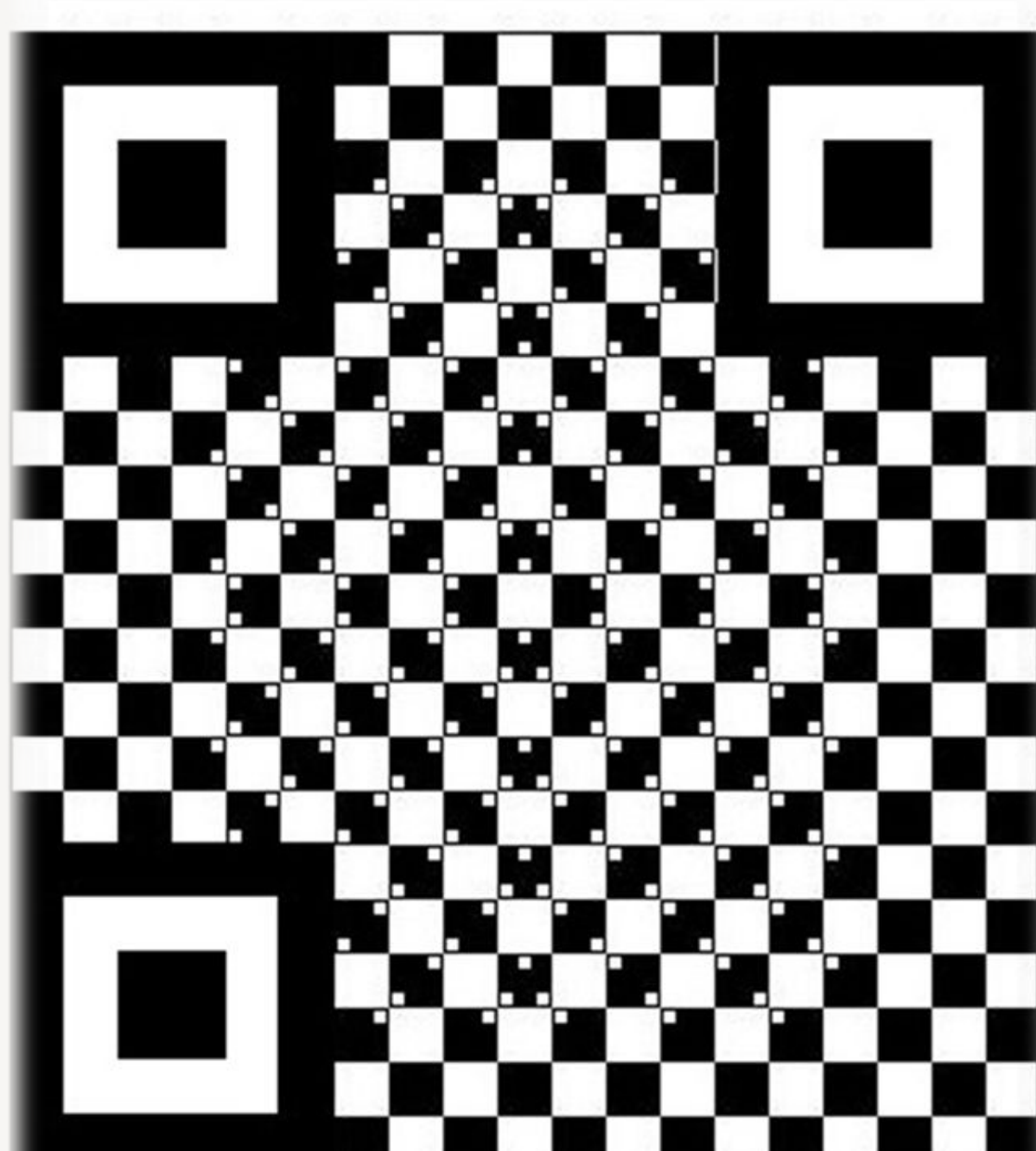
## Russia

at the museums a QR code contains full information about the exhibits



# Online generators of QR Codes

- [qr-code-generator.com](https://qr-code-generator.com)
- [the-qrcode-generator.com](https://the-qrcode-generator.com)
- [qrcode-monkey.com](https://qrcode-monkey.com)
- [me](#)



If you look at the center for 30 seconds then close your right eye the picture will move?

## Advantages

- the cost of QR payments
- no need in expensive equipment, payment terminals
- more data
- less mistakes

## Disadvantage

- risk of fraud



**do you think this measure is effective?**

**Qr codes used in clubs and bars**



