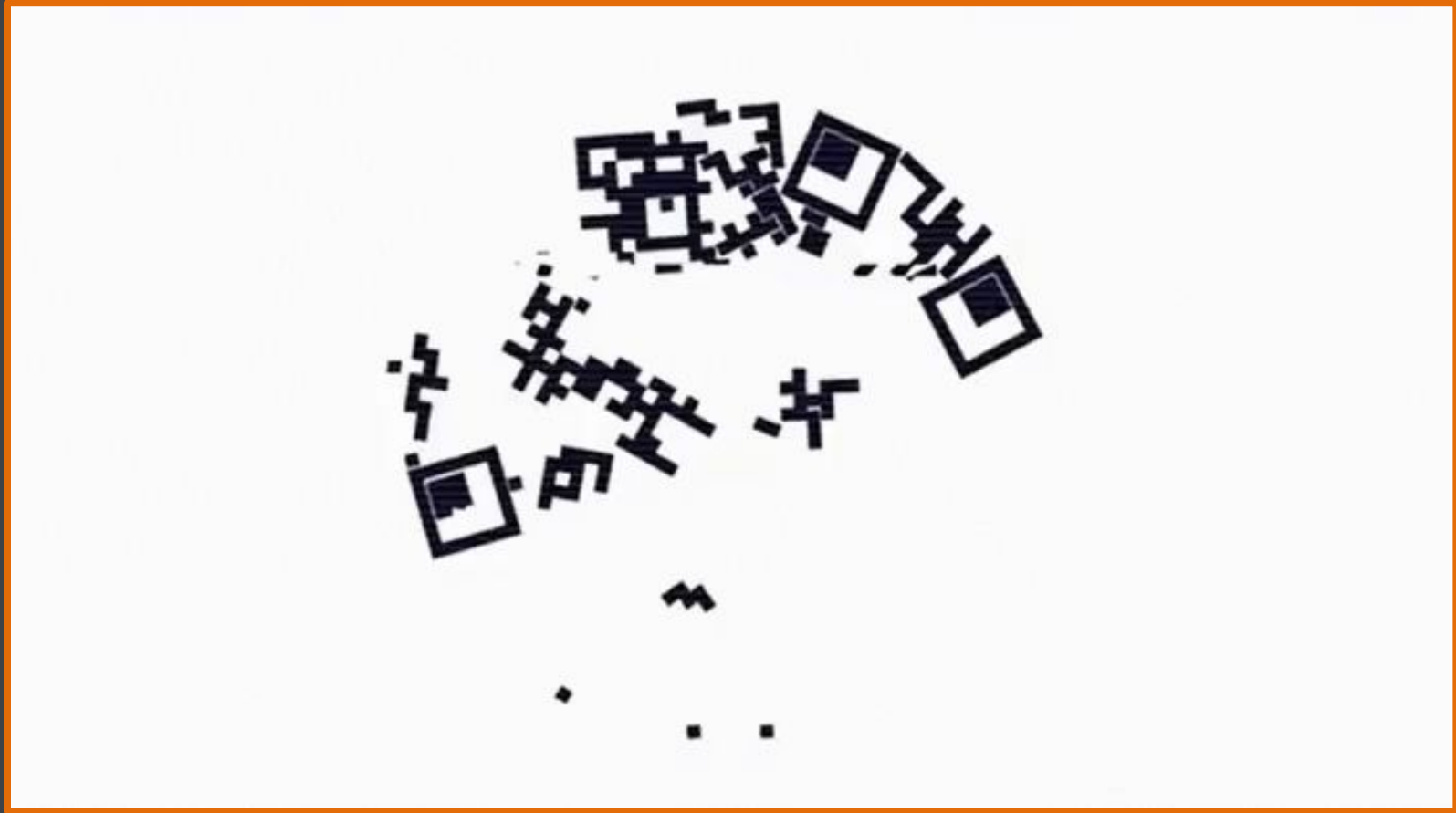




Everything you wanted to know but were afraid to ask about QR codes.





**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

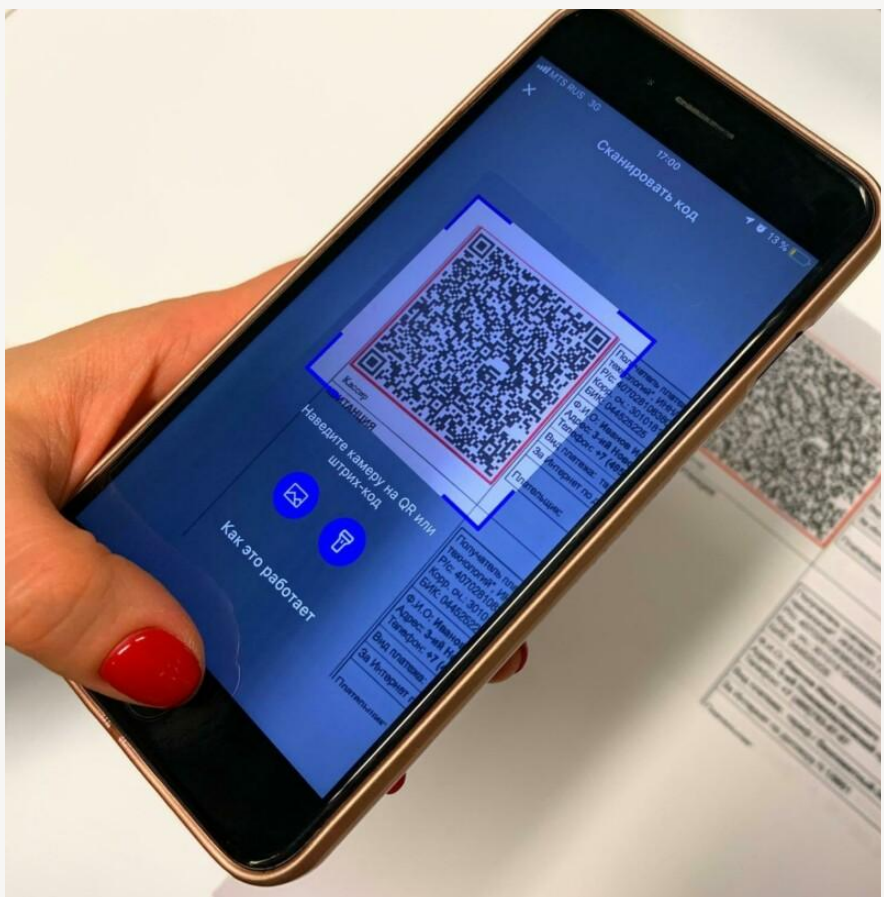
excludes errors in manual data entry-  
исключает ошибки при ручном  
вводе данных

# 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**  
Прогрессив. Авиация

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 /End. VAT 18% реализовано агентом  
Hot line (your call within Russia is free)

---

**Hartwall Areena**  
Areenankuja 1  
00240 Helsinki

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

Katsomo  
Permanto

**Pääsylippu**  
65,00 EUR

**FULLSTEAM AGENCY**

Lauantai  
30.11.2013  
klo 18:30  
Ovet 18:30

Nikolaev Sergey

3031 P
Sis. alv/moms 5,91 EUR
3031 P





do you know any other application  
of the code?

# QR-payments are walking around the world



1

## Saudi Arabia

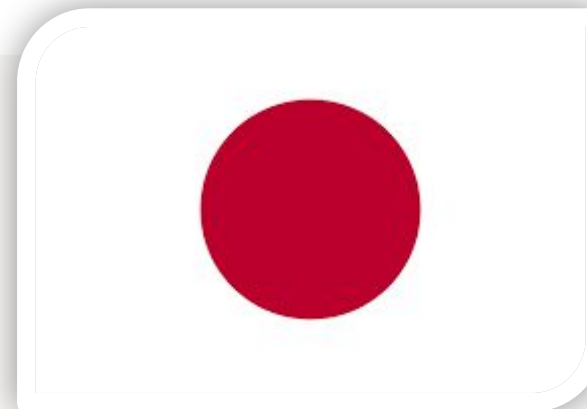
the national platform for using QR codes



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

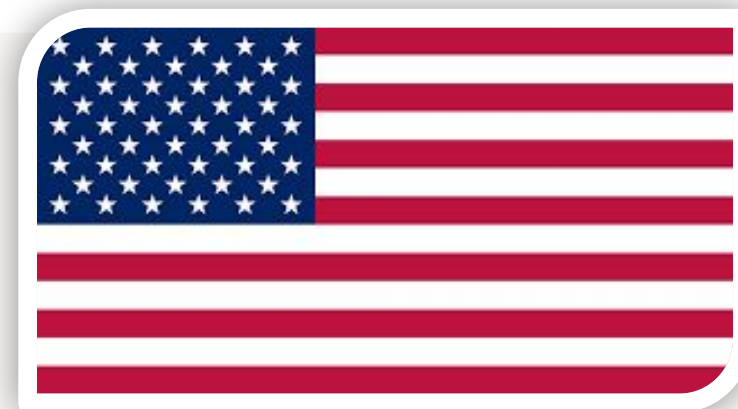
the elderly people were given badges with QR codes



5

## USA

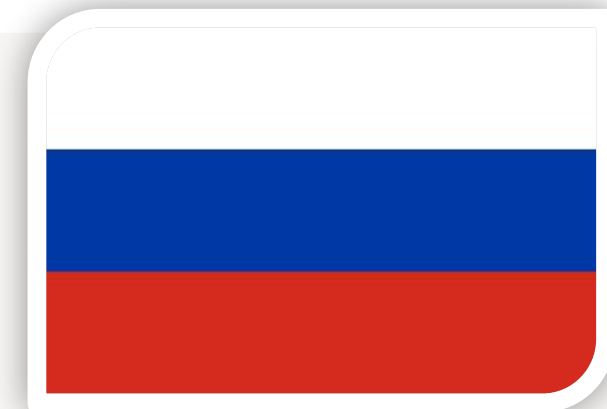
a loyalty program, where you can learn about the nearest coffee houses, rate the coffee and so on



6

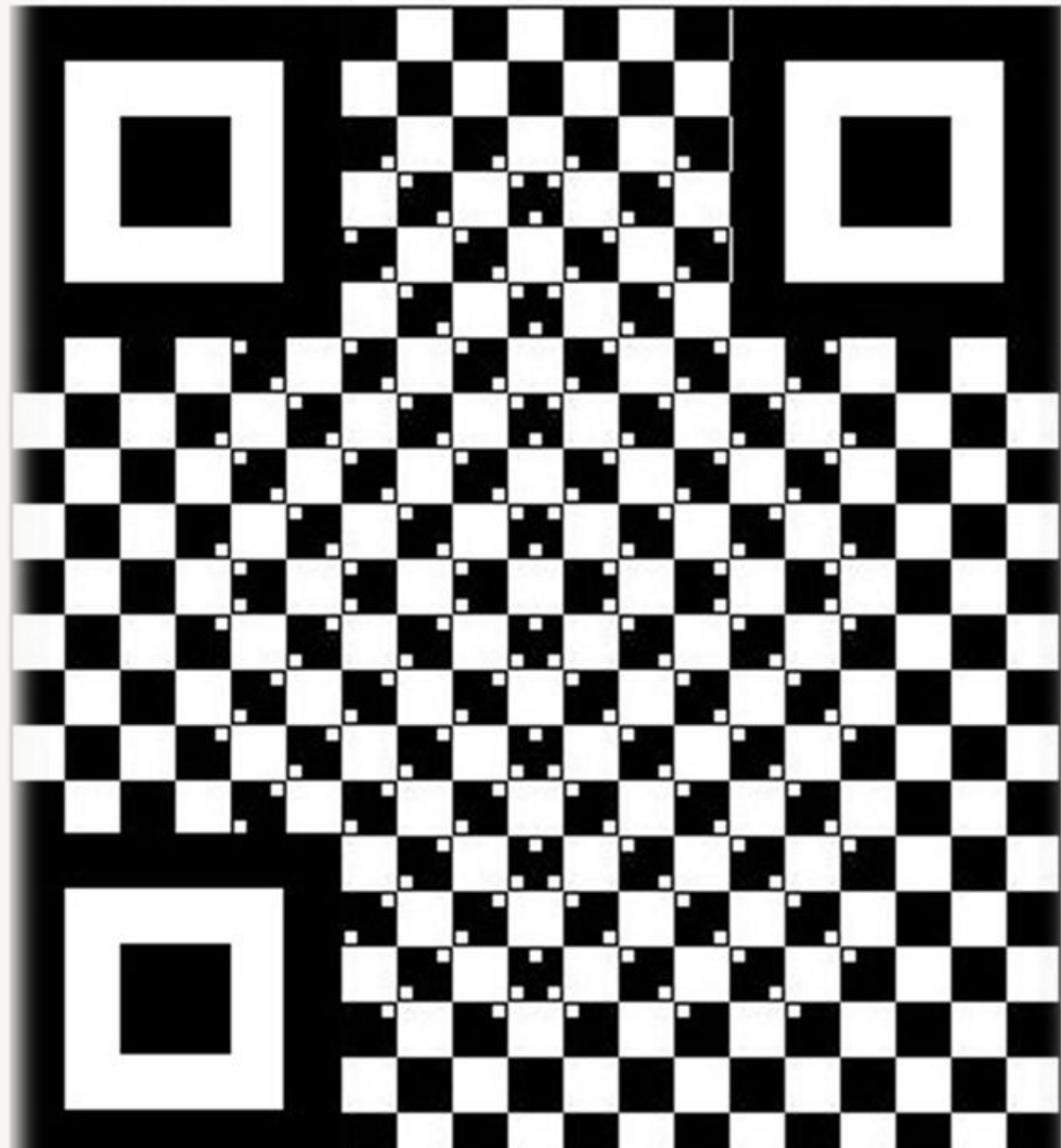
## Russia

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



# Online generators of QR Codes

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

