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

QR

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

QR

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

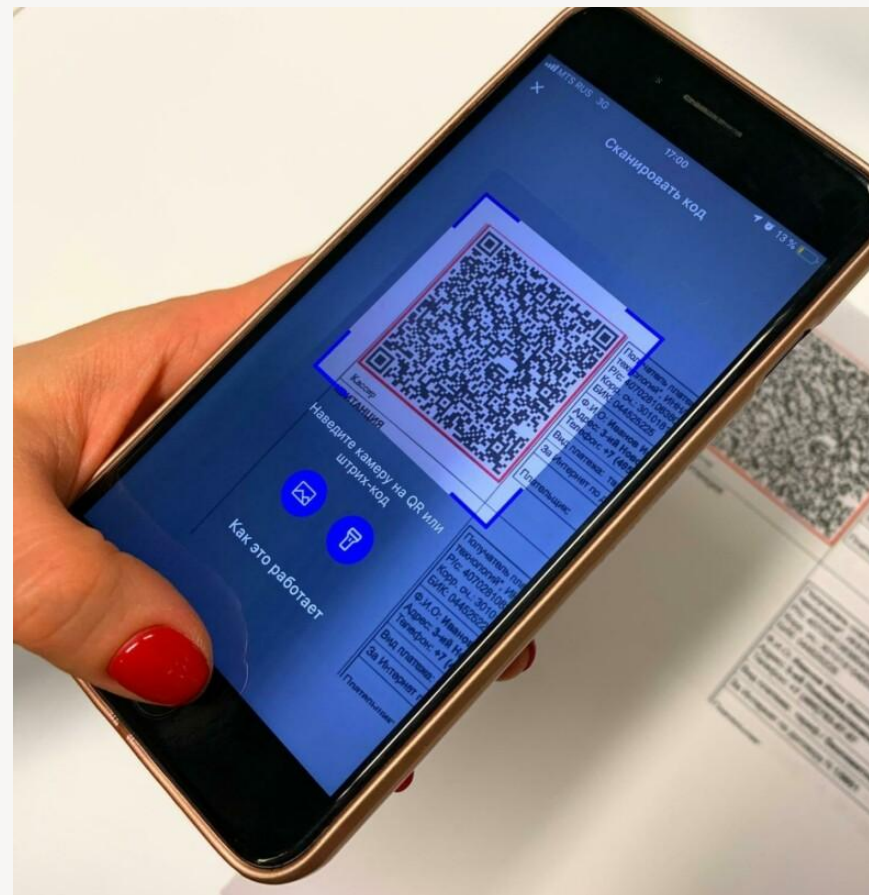excludes errors in manual data entry-исключает ошибки при ручном вводе данных

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.

QApplication

- 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.

QR

do you know any other application of the code?

QR-payments are walking around the world

QR

1

Saudi Arabia

the national platform for using QR codes

2

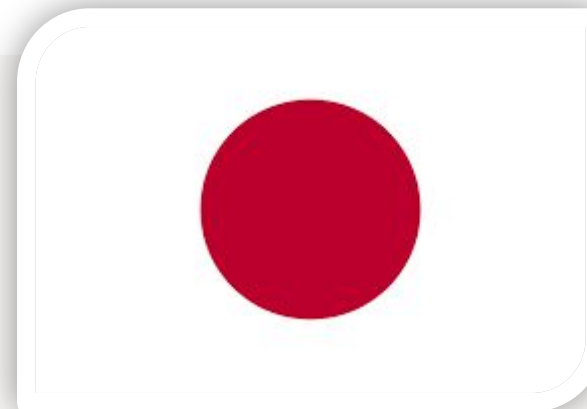### Japan

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

QR

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

QR-payments are walking around the world

QR

4

China

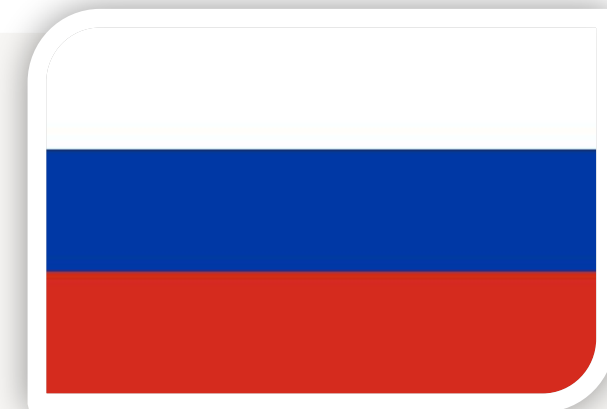the elderly people were given badges with QR codes

5

USA

a loyalty program, where you can learn about the nearest coffee houses, rate the coffee and so on
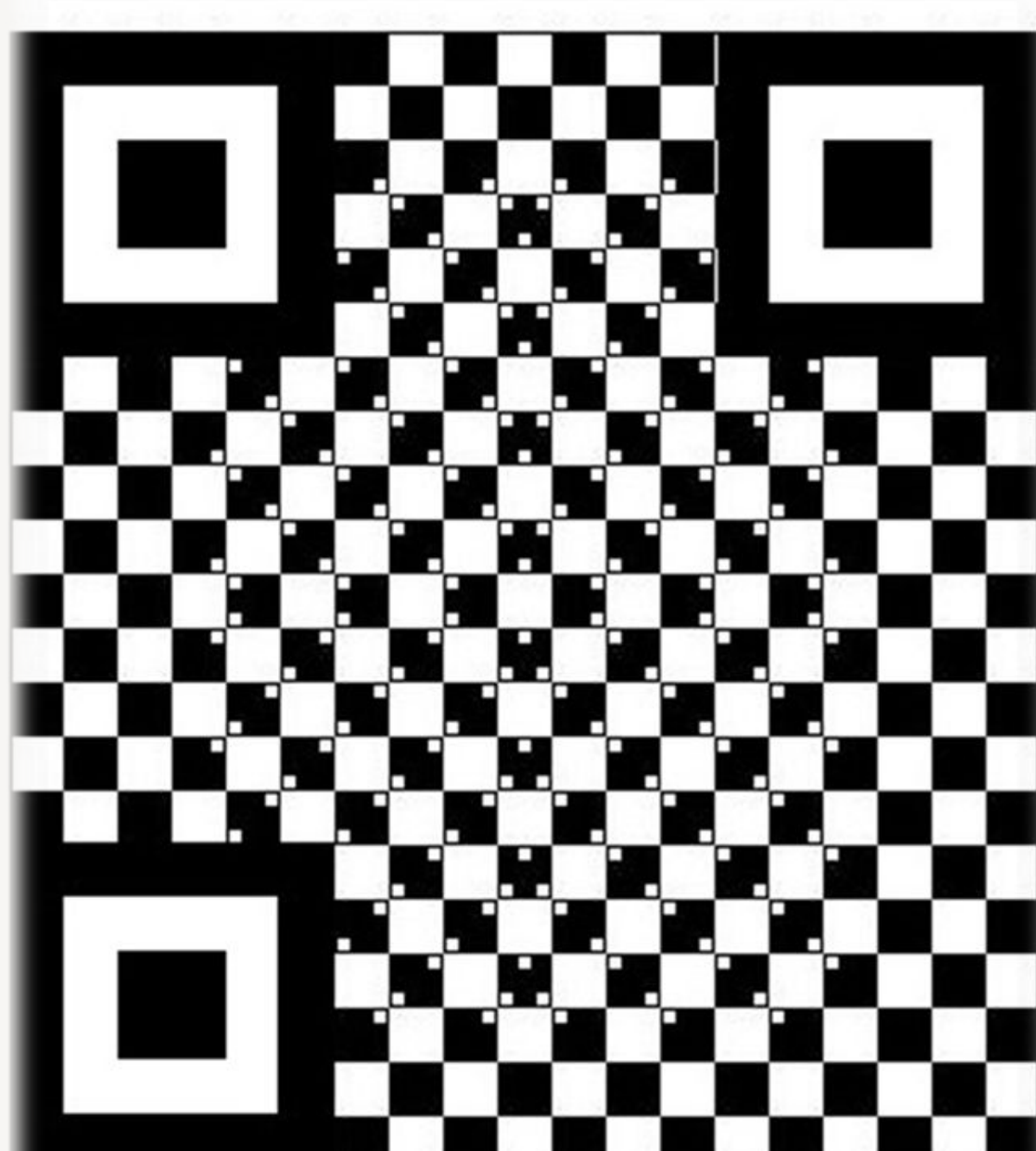
6

Russia

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

QR

Online generators of QR Codes

- qr-code-generator.com
- the-qrcode-generator.com
- qrcode-monkey.com
- [me](me)

QR

QR

QR

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

QR