

PRINTCO GOES HI-TECH WITH "QR" CODES

A QR code is a two dimensional code which stores information that can be scanned and read with a cell phone. "QR" meaning "Quick Response" allows a person to decode the contents at a high rate of speed. Simply download the QR reader on a camera phone and take a picture of the code. The reader will let you view the message, open the url, store/dial a phone number or import contact information into your phone.



What is this image?

This QR code represents the web address (URL) of a single HTML page. The image shown on the left stands for "www.printco.com". Go ahead and download a reader (see info. below) and scan the code. *Give it a try! It's Super Cool!*

Mobile bookmarking

A QR code enables you to bookmark a web page with your mobile phone quickly and easily.

Our URLs can get very long: here one example.

["www.ecb.europa.eu/paym/sepa/benefits/consumers/html/index.en.html"](http://www.ecb.europa.eu/paym/sepa/benefits/consumers/html/index.en.html)

But with a QR code there is no need to type the full URL into your phone, instead you simply scan the image. Your phone reads it, converts it back into the URL and stores it as a bookmark. Then you can use your phone to go online to that page.

Other information that can be stored in a QR code are

- ☛ Phone Numbers
- ☛ Text Messages
- ☛ Google Maps
- ☛ Vcard (contact details)
- ☛ Facebook or MySpace profiles

What you need

A mobile phone with a camera

A mobile phone with internet access if you want to go straight online

A QR code reader installed on the phone (there may not be a QR code reader for some models of mobile phones.)

Downloads of readers

We suggest you try these two websites, although others may offer a similar service

www.reader.kaywa.com

www.beetagg.com

Printco can generate a QR code and print it on any form you request. Just supply us the information to embed in the code and we'll take care of the rest. If you have questions, please contact us at 920.685.5662.