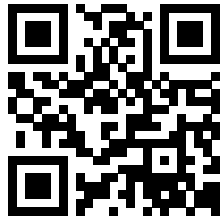


## What is a QR code, and why should you care?



[www.alddesign.com](http://www.alddesign.com)

You may have seen one of these codes recently and wondered what it was. It's called a Quick Response (QR) code and was developed by a Japanese company in the 1990s.

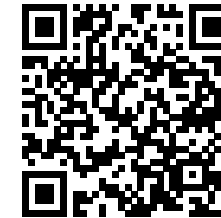
QR codes are basically fancy barcodes that can be read by most smartphones equipped with a (free) downloadable application. You can program a QR code to deliver all kinds of information – a web address, phone number, even a coupon.

A code can be applied to almost anything – we've seen them printed on t-shirts; inscribed as tattoos; and made of icing on top of a cupcake.

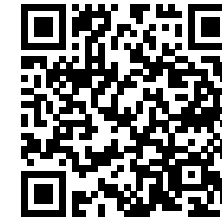
Think of a QR code as a printed hyperlink and use it to further engage your audience.

### How can this help you?

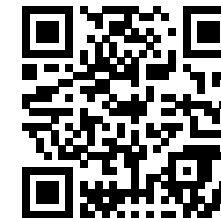
Print this page, load up your smartphone with a QR reader and try scanning the examples.



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