

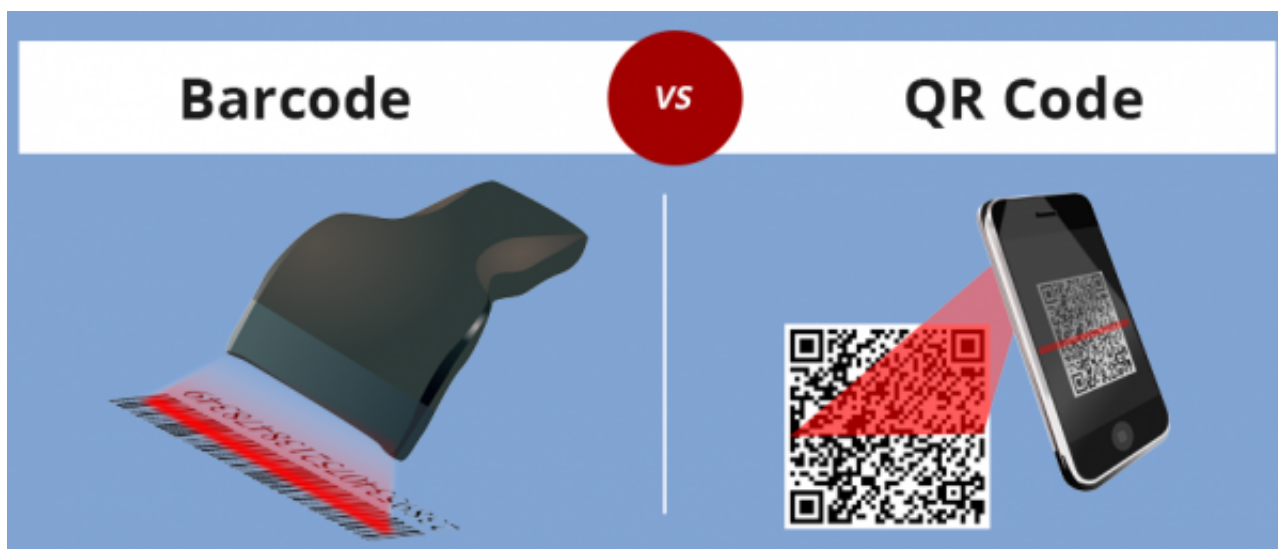


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How QR Codes Can Facilitate Diverse Industry Business?

@page { margin: 2cm }h3.cjk { font-family: "Noto Sans CJK SC" }h3.crl { font-family: "Lohit Devanagari" }p { margin-bottom: 0.25cm; line-height: 115% }a:link { so-language: zxx }Have you ever scanned a code with your smartphone to make payments? Then, you are no stranger to the QR code! QR codes have become immensely popular to engage users, carry out an action and to grow your business. Around 11 million households in the US are expected to scan a QR code in 2020. In China, transactions worth USD 1.65 trillion were done through QR codes. The use of QR codes is growing rapidly all over the world. It has become a favorite tool of marketers to woo customers who don't want to wait for anything. If you are wondering how QR codes can benefit your business, we have the right answers for you. In this post, we will take a closer look at QR codes and how they work. Then we will discuss some use cases and industries where QR codes have brought immense change and growth. What is QR Code & How does It Work?QR codes are a subset of barcodes and refer to Quick Response Code. The technology was first introduced in Japan by a subsidiary of Toyota called Denso Wave. QR codes can hold more information and advanced features compared to barcodes and can be programmed to perform various actions. QR codes contain information both vertically and horizontally and can be read through a camera-enabled device like a smartphone. QR codes need two basic technologies to work-QR code generators: You can find many online sites to generate QR codes for free. The QR codes can carry any information you like including product details, offers, coupons and more. You can also program the QR code to automatically initiate various actions like dialing a number, directing to a URL, sending SMS and so on. QR code scanner: You will need a device to scan and decode the information in a QR code. iPhones and Android smartphones and tablets are ideal to do the job. You just need to download a QR code reading app, most of which come for free. The QR scanner app will scan the QR code using the camera of your phone or tablet. Then it will display the information or perform the action which was programmed into the code. QR code offers a simple and quick way to provide information to your customers. You can also save their work by programming QR codes to carry out various tasks like making online payments, viewing transport schedules and more. The technology which has its roots in Japan is now revolutionizing businesses all over the world.Read more on How QR Codes Can Facilitate Diverse Industry Business



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