

QR BOOK



There are 4 different types of QR codes:

- **QR Code Model 1 and 2:** This is the QR Code we see on a daily basis. There are more than 10 different types of QR codes that can be created for business or personal use. Some of these QR codes are more suited to a particular [QR code use case](#) whereas some can help your [QR code marketing](#) endeavors.

Some of the most common types of QR codes include

a. URL QR Code

b. PDF QR Code

c. Image gallery QR Code

d. vCard QR Code

e. Google Maps QR code

The largest version of Model 1 is 14 (73x73 modules) and is capable of storing 1,167 numerals.

Model 2's largest version is 40 (177x177 modules) capable of storing 7089 numerals.

- **Micro QR Code:** This QR code is usually found on product packaging. It only has one orientation making it easier to print on smaller surfaces. This code is viable even as a 2 module whereas a QR code requires at least 4 modules. The largest version of this QR code is M4 (17x17 modules) and is capable of storing 35 modules.

iQR Code: This can be printed as a square or a rectangular QR Code. It can be printed as dot pattern code, inversion code or a turned over code. The maximum version is 61 (422x422 modules) which can store about 40,000 numerals.

SQRC Code: This looks like a regular QR code except it is restricted and is used to store confidential information.

FrameQR: This type of QR code has a frame area wherein you can place letters and images and is used for promotional activities.

HCC2D Code: The High Capacity Colored 2-Dimensional (HCC2D) Code is still in the prototyping phase and has been proposed by researchers to preserve QR robustness to distortions. It uses colors to increase data density and to cope with chromatic distortions, HCC2D codes use an additional field called Color Palette Pattern.

Which type of QR code is right for you?

Out of the many different types of QR code available, it can be quite hard to choose the right QR code for your use case. You can explore the various types of QR codes listed down below and take a look at the QR code examples mentioned along with each type. You can always use a combination of several types of QR code and track them to see which ones work best for your campaign.

You can also integrate QR Codes in your app or website by using a [QR Code Generator API](#) to create static, dynamic or bulk QR Codes - either in black and white or [design colorful customized QR Codes](#).

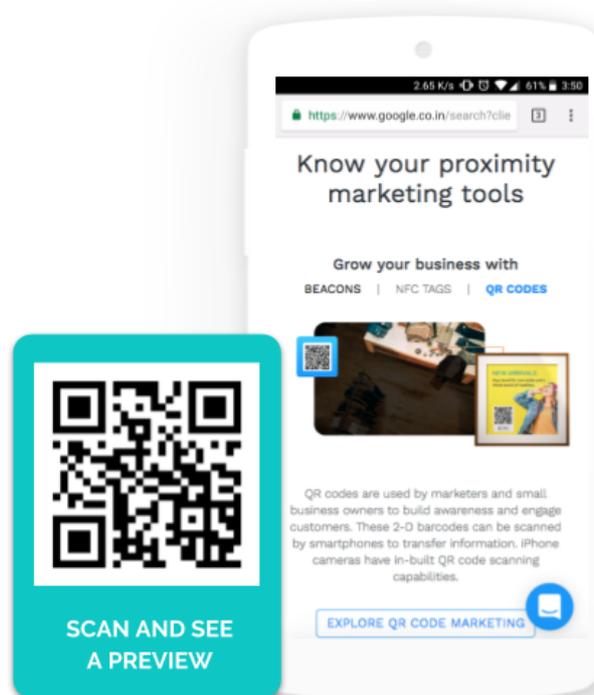
Which type of QR Code Generator is right for you?

As is the case with different types of QR Codes, there are also plenty of QR Code Generators that do one or more functions. Based on your needs and the campaign type, you should decide if you can make do with a Static QR Code generator or if you need a [Dynamic QR Code Generator](#).

Here's a definitive guide to help you choose the best QR Code Generator.

DRIVE TRAFFIC TO WEBSITE

Webpage QR code



Looking to leverage offline footfalls to drive online traffic? Webpage QR codes can help achieve your goal. Generate a [QR code with any website URL](#). This could be -

1. A campaign webpage with a coupon code
2. Detailed information about a product, a monument or a house on sale
3. Company website to build trust and capture leads
4. An engaging YouTube or Vimeo video, trailer or product tutorial
5. Audio content or podcasts
6. Or, a payment webpage

EXPLORE MORE

NAVIGATE TO YOUR LOCATION

Location QR Code



Sharing Google maps location often makes it easier and more convenient for consumers to walk to your business location. Copy the link of your Google Maps location and [paste it in the generator](#) to create a Google Maps QR code.

You can also use Beaconstac's markdown cards. Beaconstac markdown cards have the ability to search for your business location and embed a Google Maps location.

Visitors can scan the QR code and access your business webpage with Google Maps navigation.

[EXPLORE MORE](#)

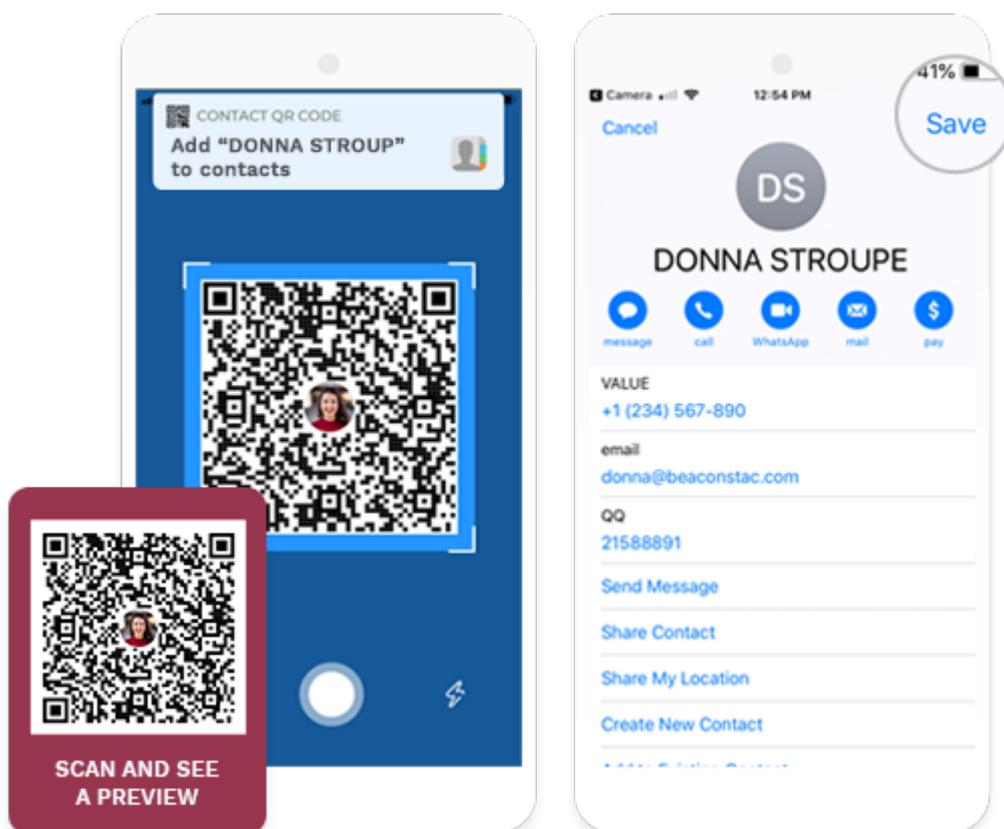
WAZE QR code

Waze is the second most popular app in the US. You can create a Waze QR code the same way as a Google Maps QR code. Copy the link of the location and paste it in the QR code generator. If the end user has the Waze app, the link will open up in the app. Otherwise, the link will open up in the browser.

[EXPLORE MORE](#)

DELIVER DOWNLOADABLE CONTACT DETAILS

vCard QR code



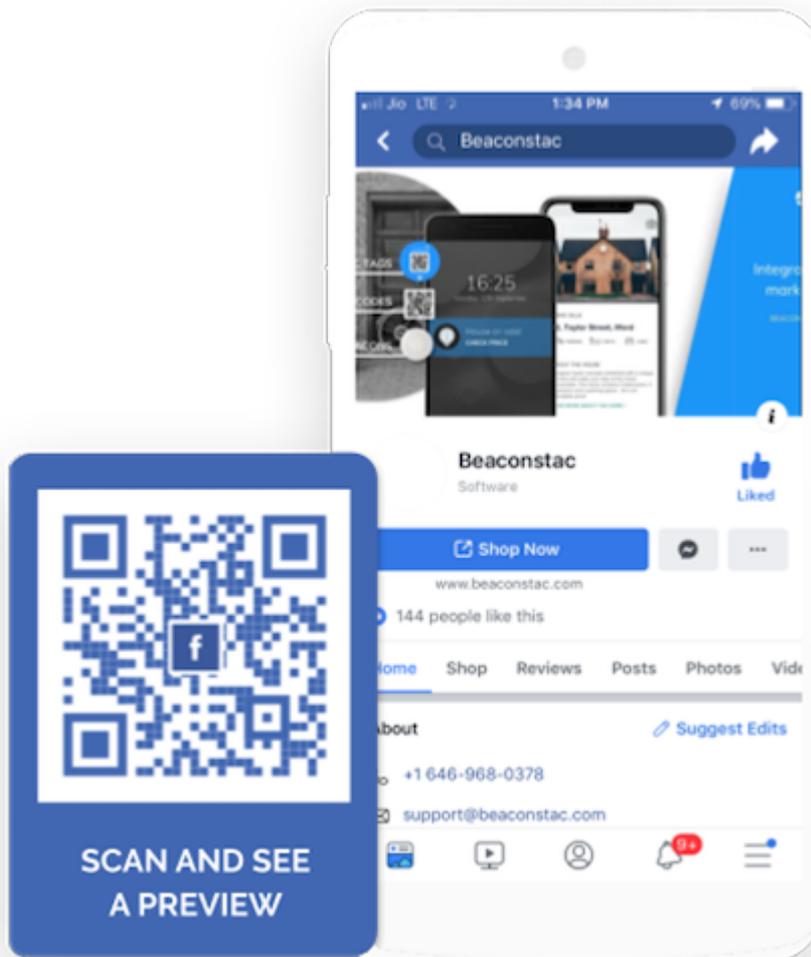
Input all contact details in a single place, on the Beaconstac QR code generator, and generate a vCard QR code. Use this QR card to share your personal details with your clients, at events, or with potential buyers.

Use a [vCard QR code](#) to share your name/business name, phone number, email address, business location, social media profiles and more. The advantages of sharing vCard QR codes vs classic business cards are -

1. Update contact details, anytime - without reprinting business cards
2. Help potential customers navigate to your business location easily
3. Generate leads by placing these QR codes on print marketing material

EXPLORE MORE

Social media QR code



Most businesses have multiple social media accounts - Facebook, Twitter, Pinterest, Google+, LinkedIn and Instagram. Display all your social media channels in one place and let your customers choose where they want to get in touch with you.

You can use Social Media QR codes to promote your channels on

1. Product packaging
2. Business cards
3. Flyers and banners

Facebook QR Code

Create a Facebook QR code for your profile, page or allow users to check-in seamlessly. QR codes for Facebook can help you connect with users without creating confusion if there are two businesses with similar names or stores in different locations.

[EXPLORE MORE](#)

LinkedIn QR Code

Spruce up your professional network with LinkedIn QR codes. You can generate a QR code for your profile or page with Beaconstac's QR code generator. The LinkedIn QR code helps you connect with professionals instantly and can be a valuable addition on business cards.

Instagram Nametag

Instagram has its own version of QR codes also known as Nametags. Instagram Nametags allow you to follow or browse through someone's profile instantly. This is a time saver given the number of accounts with a similar handle. Instead of Nametags, you can also use a QR code generated with the URL of a profile or page.

Pinterest Pincode

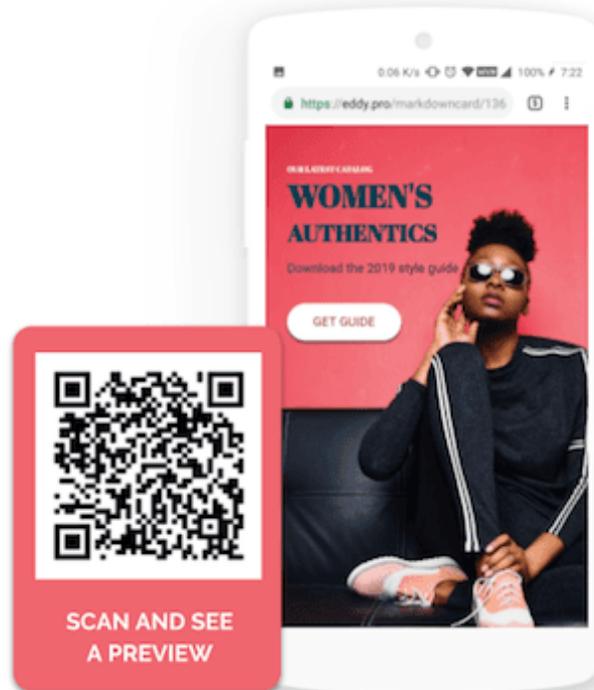
Pinterest's boards can also be accessed with a QR code or Pinterest's Pincodes. The Pinterest app allows you to scan QR codes and save pins or follow boards instantly.

Snapchat Snapcode

Snapchat's Snapcodes allow users to perform a similar task - follow users or business profiles. QR Codes cannot be used for links within the app but can be used to direct you to a profile.

DELIVER DOCUMENTATION

PDF QR code



Delivering PDFs as resources are beneficial for a whole host of reasons - they have a low overhead cost, the content is flexible and they can be an excellent guide.

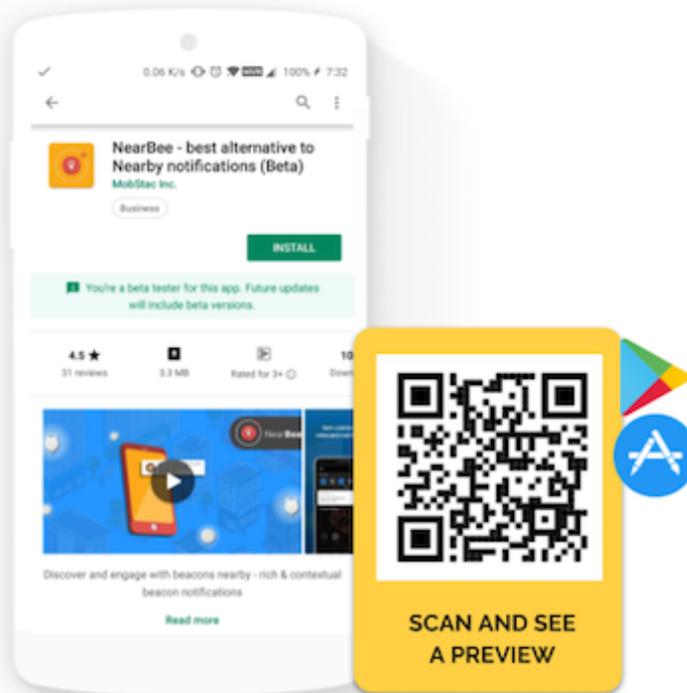
Help consumers make smarter choices by delivering relevant documentation for the same. These could be case studies, step-wise tutorials, detailed product brochures, magazines and catalogs.

You can convert PDF to QR codes for the following -

- - Instruction manuals in stores
- - Available real estate properties
- - About the company
- - Generate leads by sharing ebooks and other educational courses

PROMOTE YOUR APP

App download QR code



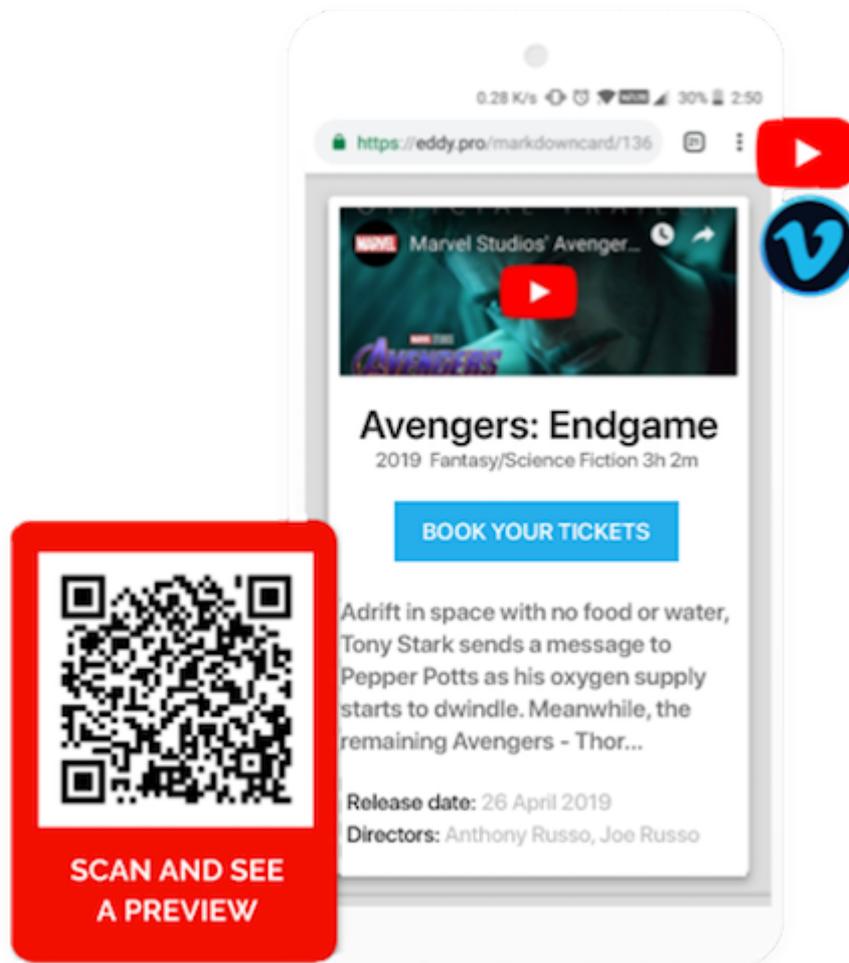
Create a single QR code for different app stores - Apple App Store, Google Play and Windows App Store. Here's how [app download QR code](#) works -

1. Create QR code with a universal app store link
2. A user scans the QR code using an Android or iPhone smartphone
3. App QR code identifies the OS & redirects to App Store or Google Play respectively

These scan codes can be used to promote app download from in-store footfalls, email list, website traffic and other relevant offline and online channels.

ENGAGE USERS WITH VIDEO CONTENT

Video QR code



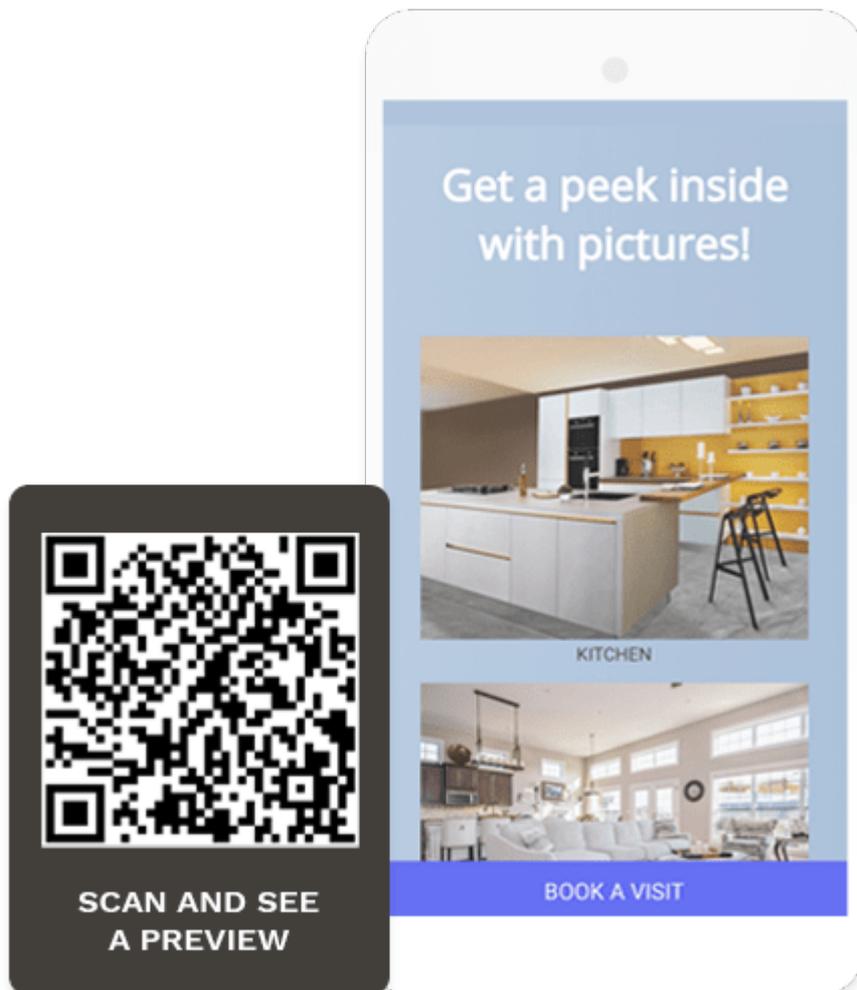
Engage with your consumers with video QR codes. From How-to videos to interesting tutorials and product advertisements, Video QR codes can help you improve in-store customer experience. You can link videos from YouTube, IGTV, Vimeo or any other URL that contains the video.

Place a QR code where it matters -

1. Product packaging
2. Business cards
3. [Real estate signs](#)
4. OOH ads

INCREASE VISUAL APPEAL

Image Gallery QR code



Allow users to open up an entire image gallery with a single QR code. This can be used by realtors for virtual tours, retailers to show off the new season collection or by car dealerships to showcase all available cars.

Upsell your products by including an Image Gallery QR code on -

1. Mannequins at retail stores
2. Smart signs for real estate
3. Products for a specific ingredient list

DELIVER DEALS AND OFFERS

Coupon QR code



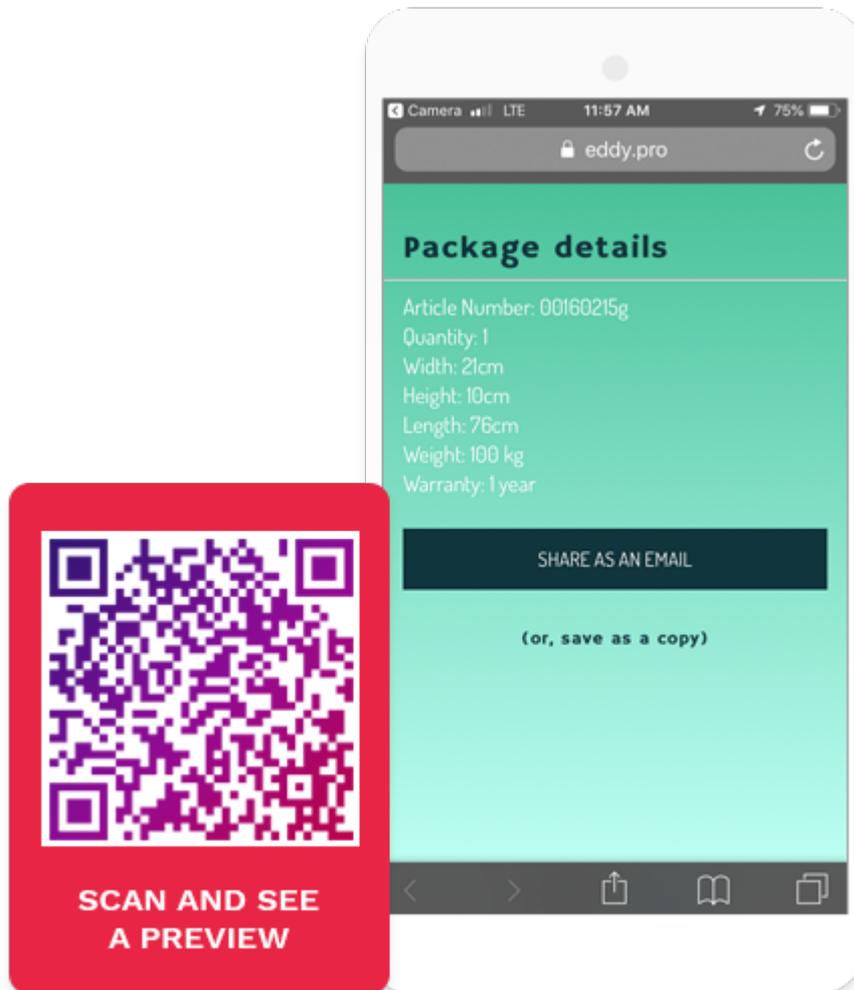
Use Coupon QR codes to allow shoppers to redeem coupons digitally instead of carrying around tons of paper coupons. This cuts down on wait times at checkout and allows for a seamless shopping experience. Coupon QR codes can also be used to redirect shopper to use the online store with the coupon code already applied.

Use the Coupon QR code at -

1. Retail stores
2. Car dealerships
3. Restaurants and bars
4. Online stores
5. OOH ads
6. Movie theatres and events

SHARE RELEVANT CONTENT

Text QR code



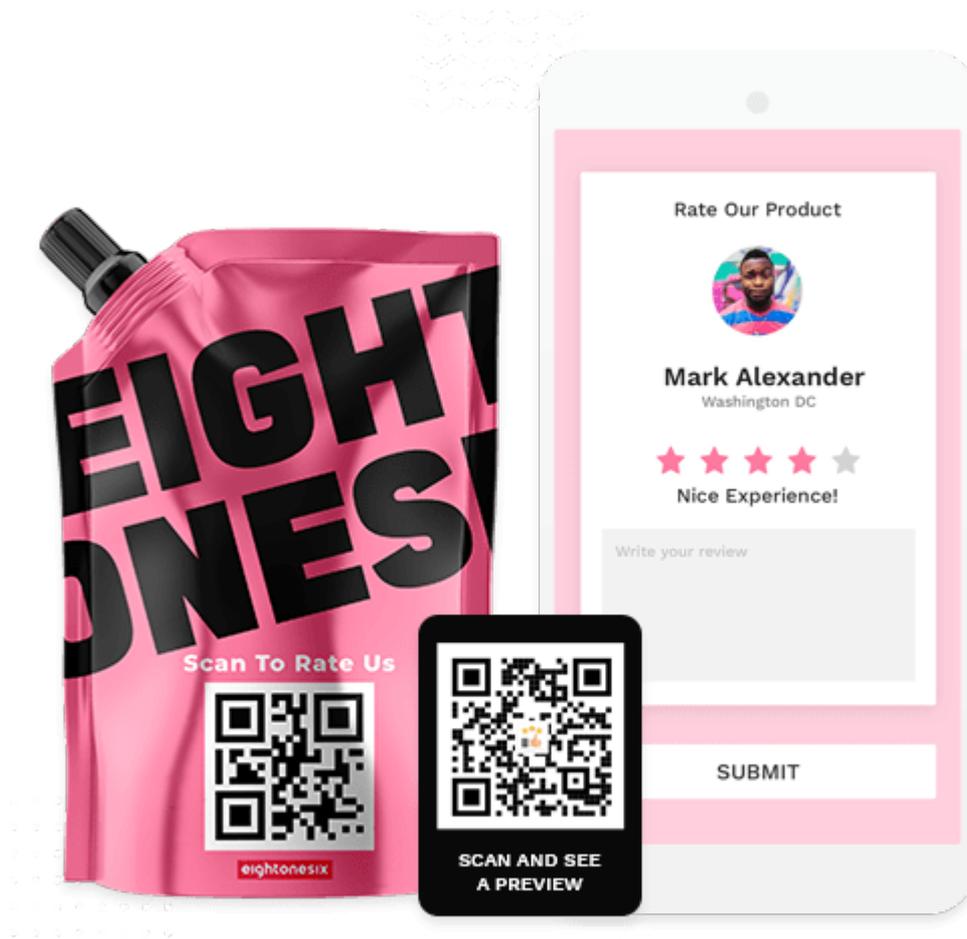
A plain Text QR code can be used in several different ways. From educational institutes using it to allow students to cross-check their answers to retailers using it to provide additional information about the origin of a product, plain Text QR code are ubiquitous.

Place plain text QR codes in -

1. Schools and colleges
2. Resumes
3. Real Estate signs
4. Retail stores

RECEIVE FEEDBACK

Rating and Feedback QR code

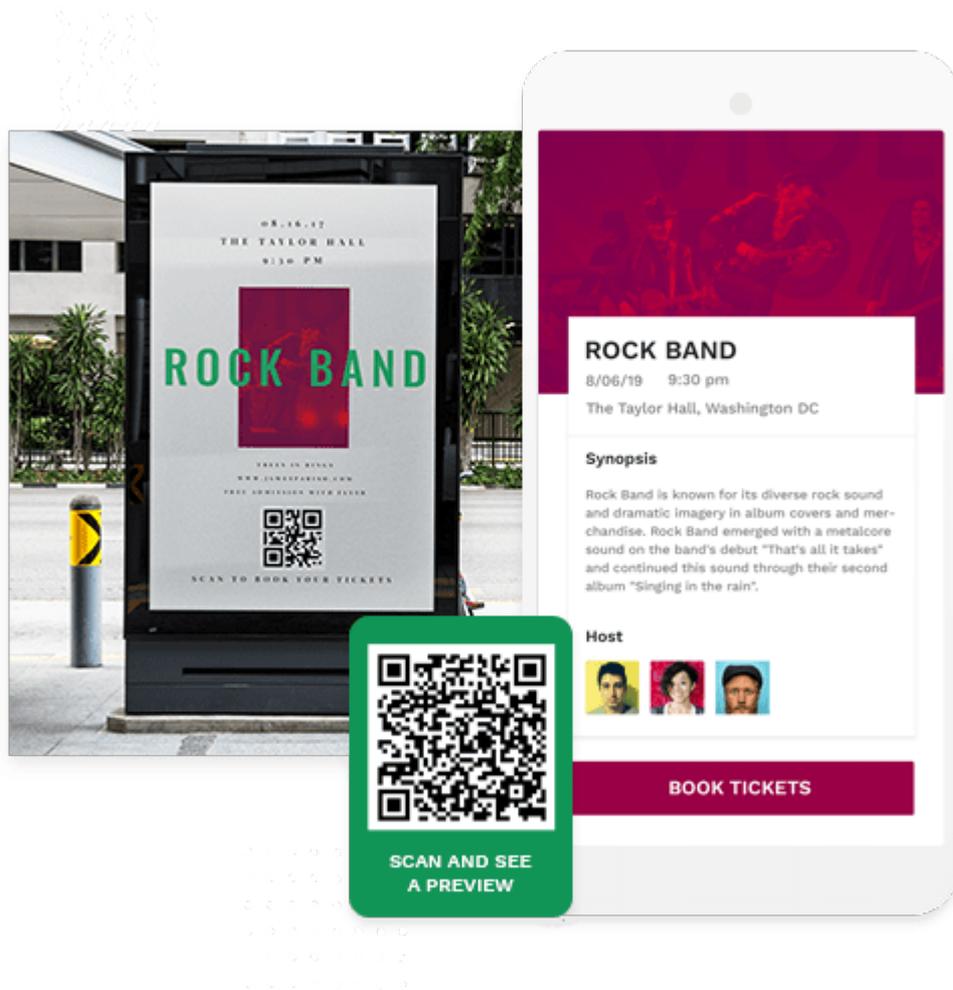


Implement customer-backed inventory or use customer reviews to attract new customers with Rating and Feedback QR codes. Use the QR code to direct customers to fill out a quick feedback form or voice their opinion on social media platforms.

Place a Rating and Feedback QR code on -

1. Posters and flyers
2. Newsletters
3. Inside the store
4. At checkout
5. Website

Event QR Code



Make it easier for event attendees to add your event to their calendar, offer exclusive details, navigation and the chance to buy VIP passes all with a single QR code. You can use QR codes at the event to offer exclusive content, deals or make cashless payments.

Use an Event QR code at -

1. Conferences and seminars
2. Music festivals
3. Movie theatres
4. Food festivals

CASHLESS PAYMENTS

Payment QR codes

There are several platforms that allow users to send and receive money and make payments using QR codes.

You can use Payment QR codes at -

1. Restaurants, bars and cafes
2. Cabs
3. Small outlets
4. Retail stores
5. Movie theatres
6. Events

Paytm QR Code

Paytm allows you to scan QR codes to make payments through the Paytm app. Once the QR code is identified by the app, you can select the amount of money that you want to send. The app now has interoperability allowing you to scan any QR code and make the payment through Paytm.

PhonePe QR Code

Just like Paytm's QR codes, PhonePe also enables users to make transactions using QR codes. Scan the QR code through the PhonePe app and send or receive money or make payments at merchants that support PhonePe.

BHIM UPI QR Code

BHIM UPI also allows users to make payments at verified merchants or send money to anyone who has a UPI ID using the BHIM UPI that scans QR codes.

PayPal QR Code

PayPal has also joined ranks with local digital wallets and introduced a new way to make cashless transactions. Every account has a QR code that can be shared to receive payments and the app scans PayPal QR codes to send money as well.

Google Pay QR Code

Google's UPI app also allows users to scan QR codes to send money or make transactions at verified merchants.

Bitcoin QR Code

Even crypto enthusiasts use QR codes to make payments because of how secure QR codes are. The private address of the Bitcoin wallet is stored in the QR code.

Call QR Codes

Use QR Codes to make calls without having to dial the numbers manually. These Call QR Codes can be placed on billboard advertisements, inside stores to help shoppers get in touch with salespersons or on products to allow customers to get in touch with customer support instantly.

SEND MESSAGES

Message QR codes

Use QR codes to send messages, drive users to the inbox or open up a desktop version of the mobile messaging platform.

SMS QR Codes

You can use QR codes to send a pre-defined text message. This can be used by retailers, banks, restaurants in place of a flyer asking customers to send a text to a certain number. An SMS QR code can have the sender and the message to be sent predefined creating fewer friction points and higher conversion rates.

Messenger Scan QR Codes

Facebook may be abandoning its Scan Codes to open Messenger but you can still use QR codes with a m.me link to drive users to your inbox. This is useful for shoppers or users that want to get in touch with a company quickly or have a question that a chatbot can answer.

[Everything you need to know about creating a Messenger QR code for free](#)

WhatsApp QR code

You can pair your WhatsApp on mobile to WhatsApp Web for desktop with a QR code. This allows for greater flexibility if you use WhatsApp for business and have other applications to switch back and forth from.

A recent update on WhatsApp will allow users to add contacts by scanning a WhatsApp QR code. Businesses and entrepreneurs can use this as a lead generation strategy.

meCard QR Code

A meCard QR Code is similar to the vCard QR Code and was coined by Japanese company, NTT Docomo. It is far less popular than vCard but is used by some exclusively. There is not a lot of difference in the information contained in the vCard and meCard.

CONNECT TO Wi-Fi

Wi-Fi QR Code

A Wi-Fi QR code allows you to connect to Wi-Fi without having to enter the network name or the password. This is incredibly useful when using public Wi-Fis as getting the password becomes somewhat of a hassle. All a user has to do to connect is scan the Wi-Fi QR Code.

[On Android 10, users can share their private Wi-Fi networks with a QR Code](#)

REUSABLE QR CODES

Dynamic QR Codes

Most of these QR Codes can be created for a one-off or one-time campaign. However, to ensure QR codes can be edited after printing or to run a recurring campaign that changes every other day or needs to be fine-tuned, dynamic QR codes are the perfect solution.

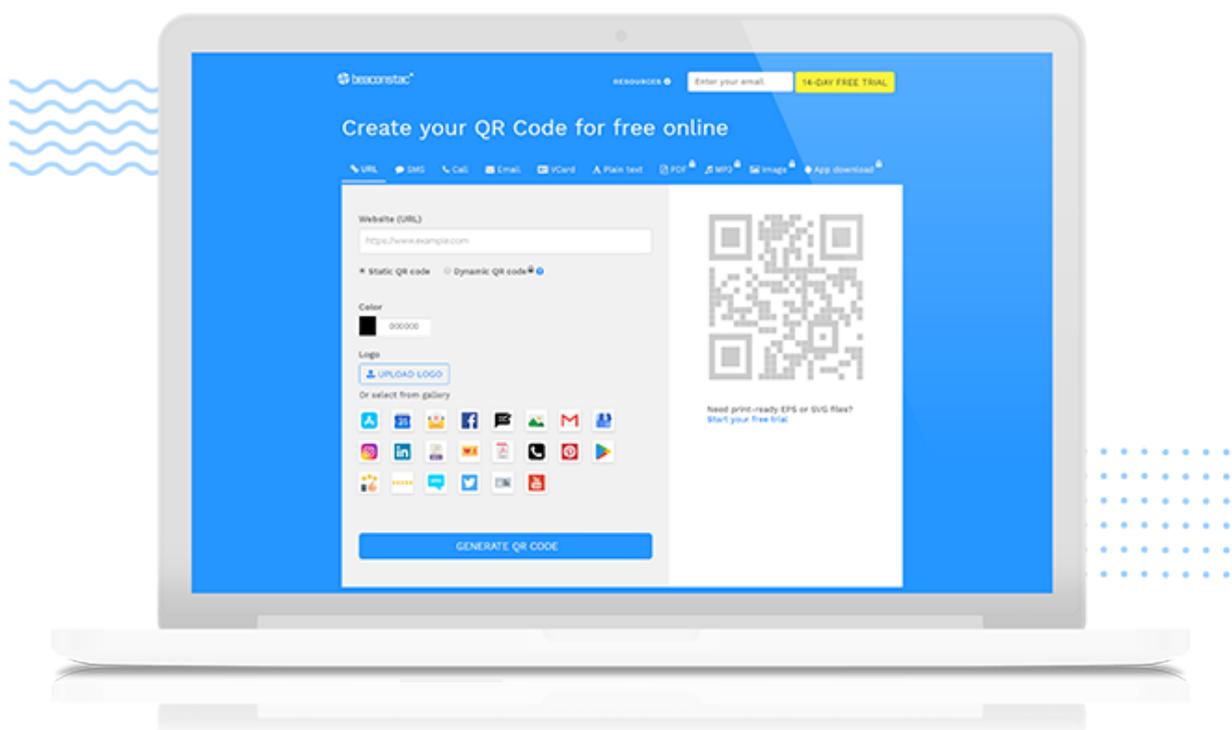
How to create a QR code online

Here's a step-wise explanation of how to create a QR code -

1. Select a QR code generator
2. Decide the type of the QR Code - website, audio, inventory, email or contact
3. Customize the QR Code to align with your brand colors
4. Generate and test the QR code
5. Download it in your preferred format (PNG, JPEG, EPS, SVG or PDF)

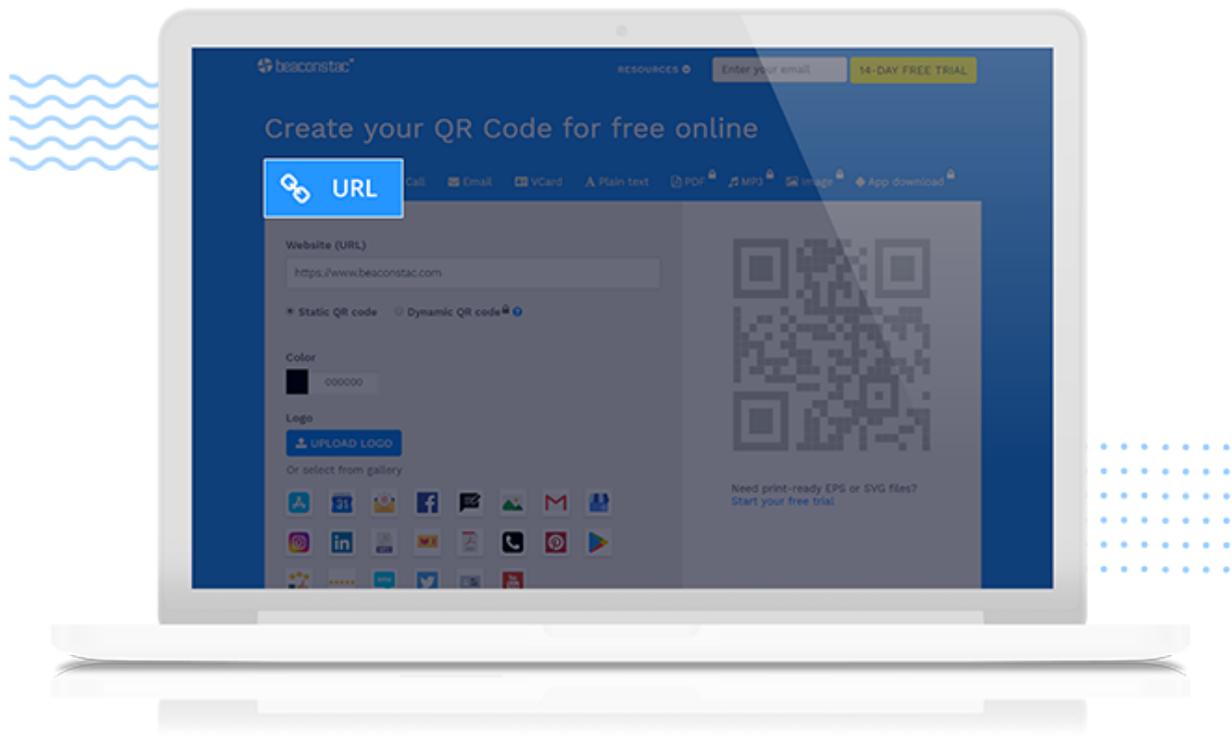
You can use [Beaconstac's QR code generator](#) to create a completely customized QR code. From changing the color to changing the logo in the center of the QR code, Beaconstac's QR code generator allows you to create completely customized QR codes for free online.

STEP 1: Select a QR code generator



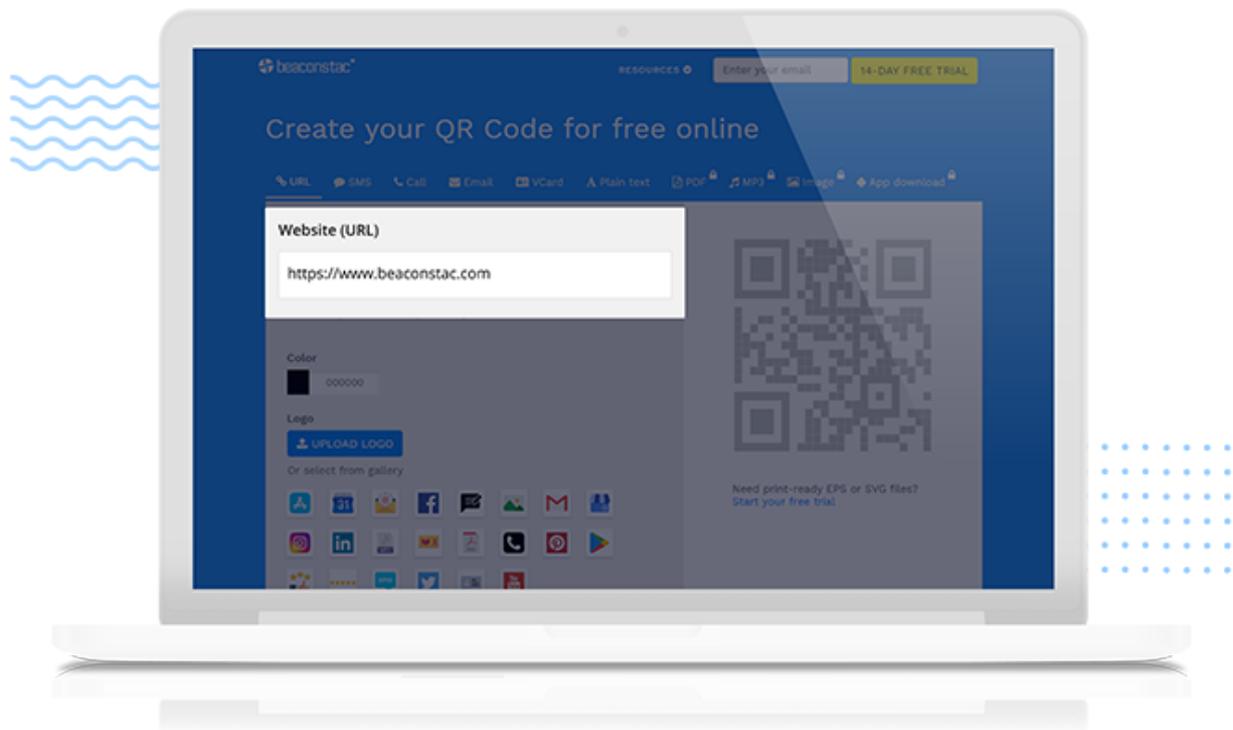
Select a QR code generator that allows you to create QR codes easily and efficiently. You can choose the Beaconstac's QR code generator to create completely customized free QR codes right away.

STEP 2: Decide the type of QR Code you would like to create



Do you want to display an offer or your landing page or even get users to give you a missed call on scanning the QR code? QR codes allow you to display different types of content. Here's what you can do with QR codes.

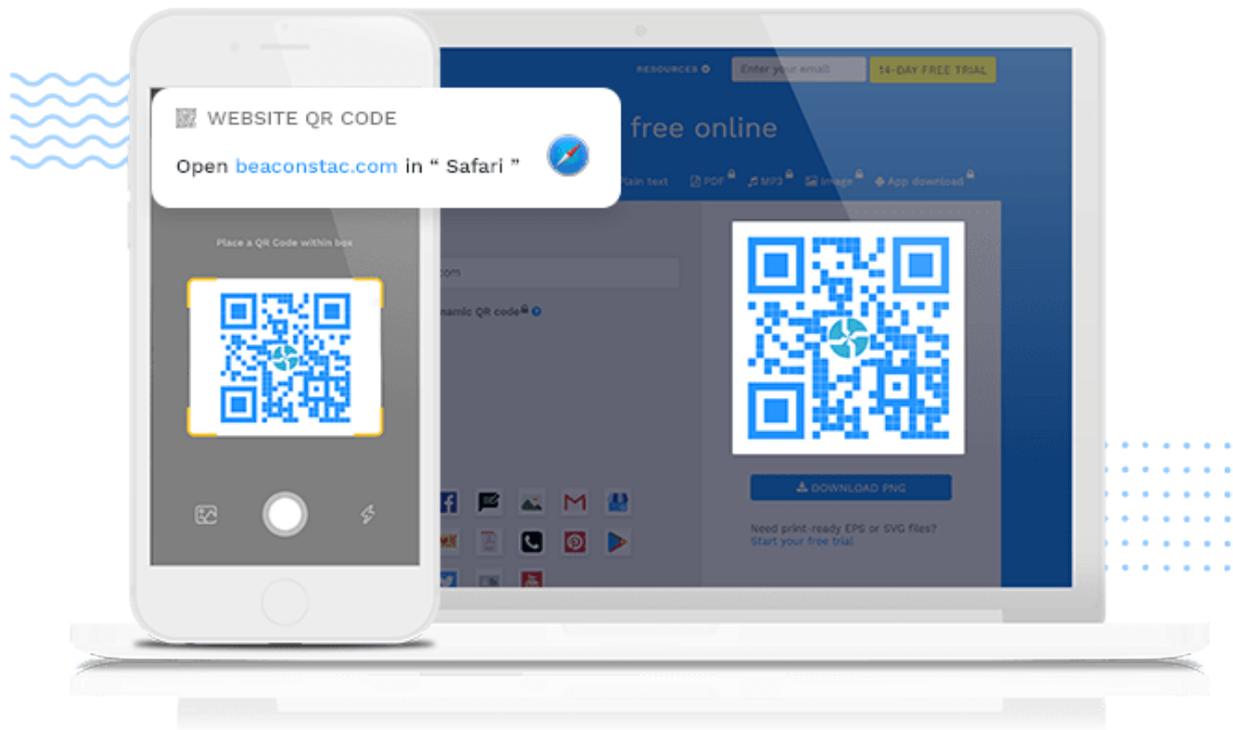
STEP 3: Customize the colors and the logo to align with your branding



Several free QR code generators do not give you the option to customize the QR code and you end up with a basic black and white QR code. With Beaconstac's QR code generator, [you can customize the colors of the QR code](#), add a logo and use it for free forever.

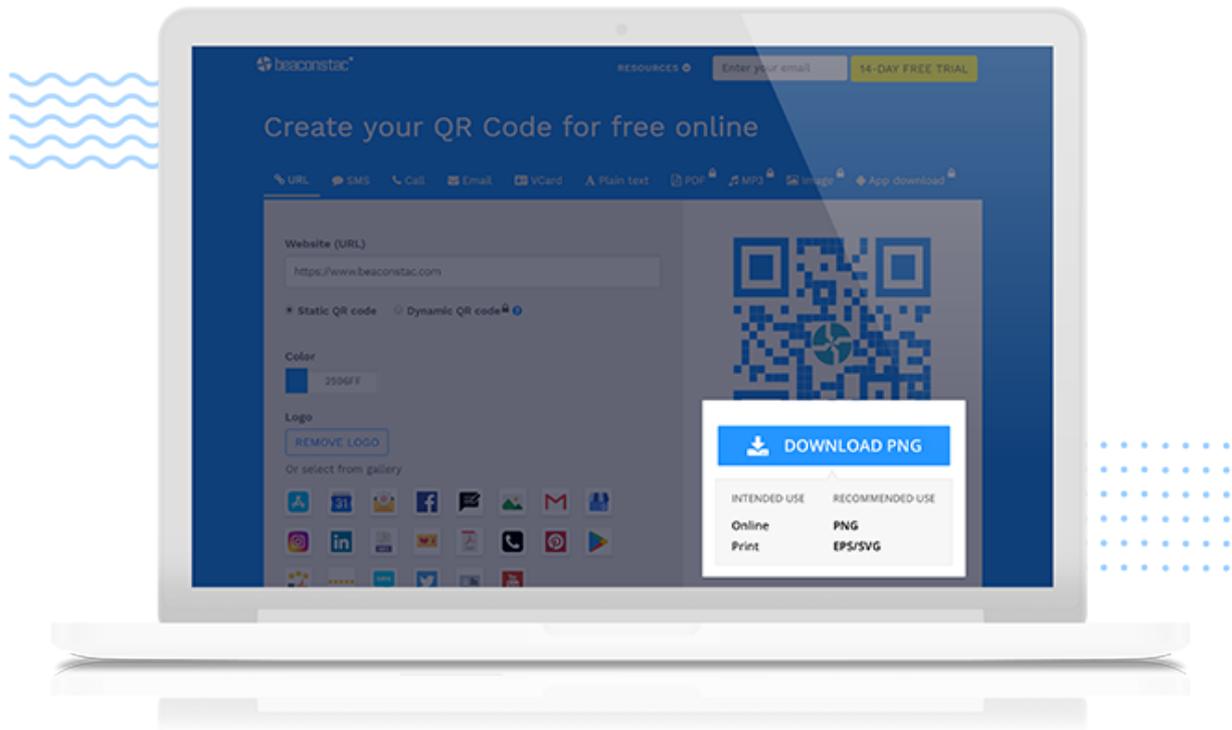
[How to create and use QR codes for small businesses](#)

STEP 4: Generate and test the QR code



Once you enter all the necessary details, click to generate your QR code. You may want to test it now to ensure it is working as intended.

STEP 5: Download the QR Code in your preferred format



You can download QR codes in a format of your preference such as PNG, EPS, and SVG.

How to create QR codes with an iPhone or Android phone

#Method 1: Using an app

1. Search for a 'QR code generator' on the App Store or Google Play Store.
2. Download it and create your QR code.
3. Save your QR codes on your smartphone or share it to your desktop

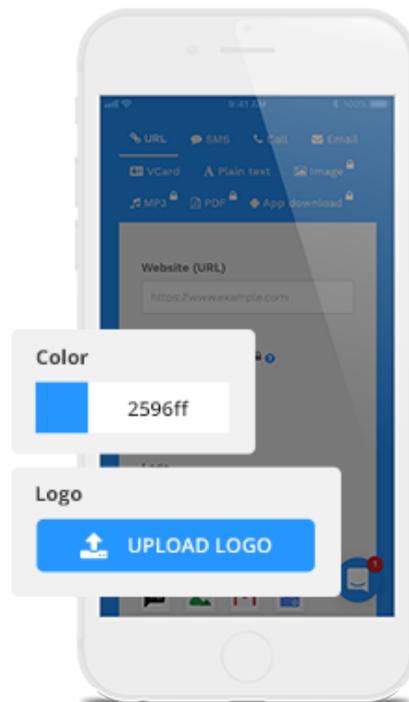
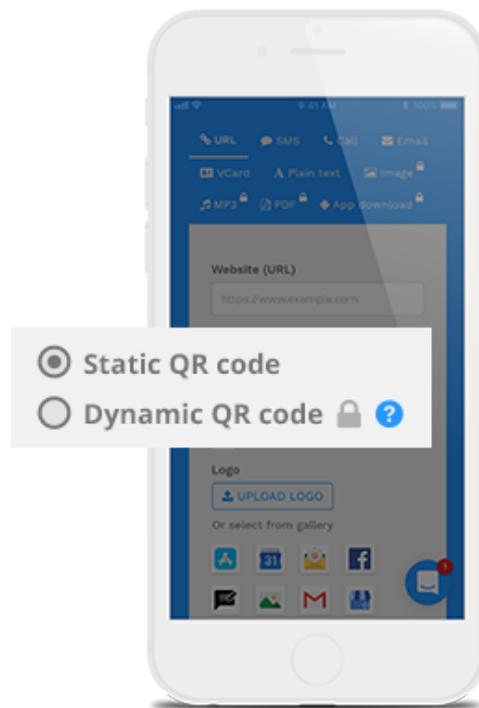
There are several apps that allow you to create a QR code on iPhone or Android but they have several limitations. You have to rely on an additional app to create QR codes and it is hard to test the QR code or download it in a specific size.

You can circumvent all of these issues by using the mobile version of Beaconstac's QR code generator. Instead of a clunky app, you can see the highly optimized version which allows you to make QR codes for free online.

#Method 2: Using a web generator



How to Create a QR Code Online (With Pictures + Video!)



How to Create a QR Code Online (With Pictures + Video!)



- **STEP 1: Look up a QR code generator.** On Android or iPhones, you can look up Beaconstac's QR code generator [to make QR codes online for free](#) right from your smartphone. This lightweight, mobile-friendly QR code generator will help you create a QR code quickly.

STEP 2: Decide what kind of QR code you want to make. It could be a Video QR code, [Website QR code](#) or even a Plain Text QR code.

STEP 3: Choose between static and dynamic. A dynamic QR code can evolve with your changing needs. So, if you are looking to create a Website QR code or a [business card](#), choose a dynamic QR code.

STEP 4: Customize your QR code. Change the color of your QR code as per your needs. You can even add a logo at this point. A customized QR code stands out in a sea of black and white QR codes.

STEP 5: Generate and test your QR code. Make sure your colorful QR code is scannable and performs the intended action. To test your QR code, on Android 9 and higher, you can save the QR code to your gallery and click on the Google Lens icon to test it. For iPhones, you can Airdrop it to your Mac or send it via email to your computer and then use the iPhone's camera to scan the QR code.

- **STEP 6: Download it.** You can then save it on your phone as PNG, EPS or SVG and use it for free forever. Once you download the image, it is saved to your phone's image gallery.

[Get More With QR Code Monkey FREE QR CODE GENERATOR including location!](#)

Get Started

Create your custom QR Code with Logo

1 Set QR Content

Select a content type at the top for your QR code (URL, Text, Email...). After selecting your type you will see all available options. Enter all fields that should appear when scanning your QR code. Make sure everything you enter is correct because you can't change the content once your QR code is printed.

2 Customize Design

You want your QR code to look unique? Set a custom color and replace the standard shapes of your QR code. The corner elements and the body can be customized individually. Add a logo to your QR code. Select it from the gallery or upload your own logo image. You can also start with one of the templates from the template gallery.

3 Generate QR Code

Set the pixel resolution of your QR code with the slider. Click the "Create QR Code"-button to see your qr code preview. Please make sure your QR code is working correctly by scanning the preview with your QR Code scanner. Use a high resolution setting if you want to get a png code with print quality.

About

The Free QR Code Generator for High Quality QR Codes

QRCode Monkey is one of the most popular free online qr code generators with millions of already created QR codes. The high resolution of the QR codes and the powerful design options make it one of the best free QR code generators on the web that can be used for commercial and print purposes.

Endless lifetime with unlimited scans

QRCode Monkey also has no limitations. All generated QR codes will work forever, do not expire and have no scanning limits like you see at other commercial QR code generators. The created QR codes are static so the only limitation is that you can't edit the QR code again.

QR Codes with Logo

Put a custom brand on your QR code. With QRCode Monkey it is very simple and straightforward to add a logo to your QR Code. The QR codes are still readable. Every QR code can have an error correction up to 30%. This means 30% of the QR code (excluding the corner elements) can be removed and the QR code is still working. We can put a logo image on the QR code that covers up to 30%.

Custom Design and Colors

Make your QR code look really unique with our design and color options. You can customize the shape and form of the corner elements and the body of the QR code. You can also set your own colors for all QR code elements. Add a gradient color to the QR code body and make it really stand out. Attractive QR codes can increase the amount of scans.

High resolution QR Codes for Print

QRCode Monkey offers print quality QR codes with high resolutions. When creating your QR code set the pixel size to the highest resolution to create .png files in print quality. You can also download vector formats like .svg, .eps, .pdf for best possible quality. We recommend the .svg format because it includes all design settings and gives you the perfect print format that can be used with most vector graphic software.

QR Code Vector Formats

Most free QR code makers only allow creating QR codes in low resolutions and do not offer vector formats. Use the offered vector formats to print QR Codes in huge resolutions without losing quality. We recommend the .svg format for further editing. The offered .pdf and .eps formats only support classic QR codes without the design and logo options.

Free for commercial usage

All generated QR Codes are 100% free and can be used for whatever you want. This includes all commercial purposes.

Frequently Asked Questions

What is a QR code?

QR code stands for **Quick Response Code** and is barcode type that was invented by [Denso Wave](#) in 1994. Get more information at [Wikipedia](#).

Can I use the generated QR Codes for commercial purposes?

Yes, all QR codes you created with this QR generator are free and can be used for whatever you want.

Are the created qr codes expiring?

They do not expire and will work forever! QR Codes created with QRCode Monkey are static and do not stop working after a certain time. You just can't edit the content of the QR Codes again.

Is there a scan limit for the QR codes?

There is no limit and the created QR code will work forever. Scan it as many times as you wish!

Is QRCode Monkey saving my data?

We do not save or reuse your data in any form. We cache your qr code image files for 24h on our server to optimize the performance of QRCode Monkey.

Why is my vCard QR code not showing the correct fields?

Not all QR code scanners follow the official vCard standard which results in mixed up contact fields. Please try another QR code scanner app for better results.

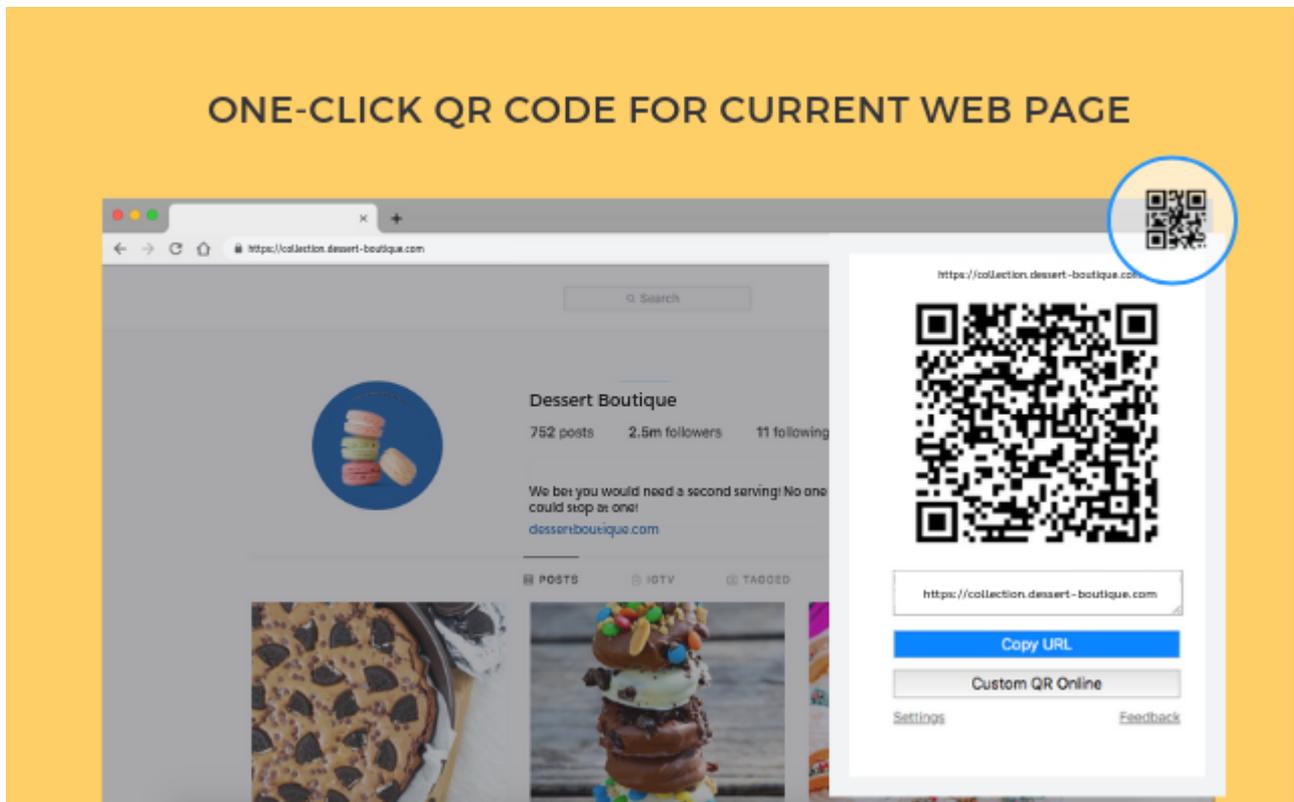
My QR code is not working, what can I do?

There are many reasons why a QR code is not working correctly. At first check your entered data. Sometimes there are little typos in your URL that break your QR code. Some QR codes (like vCard) contain a lot of data. Try reducing the data you entered for your QR code when possible. This can make it easier for QR code scanner apps to read your code. Try to remove the logo in your QR code and check if this helps. Also make sure that there is enough contrast between the background and foreground of the QR code. The foreground should always be darker than the background. Here is an article about [reasons why your QR codes are not working](#).

Does QRCode Monkey work in all browsers?

QRCode Monkey needs a modern HTML5 capable browser and is officially supporting Chrome, Firefox, Safari, Edge and Internet Explorer 11.

How to create a QR code with a Google Chrome Extension



Ever wanted to share things on the go? You can now convert any URL into a QR code with the [Easy QR Code Google Chrome Extension](#). No sign up and no additional information required.

Once you add the extension to your Google Chrome browser by clicking on 'Add to Chrome', any URL you visit can be changed into a QR code that can you share instantly.

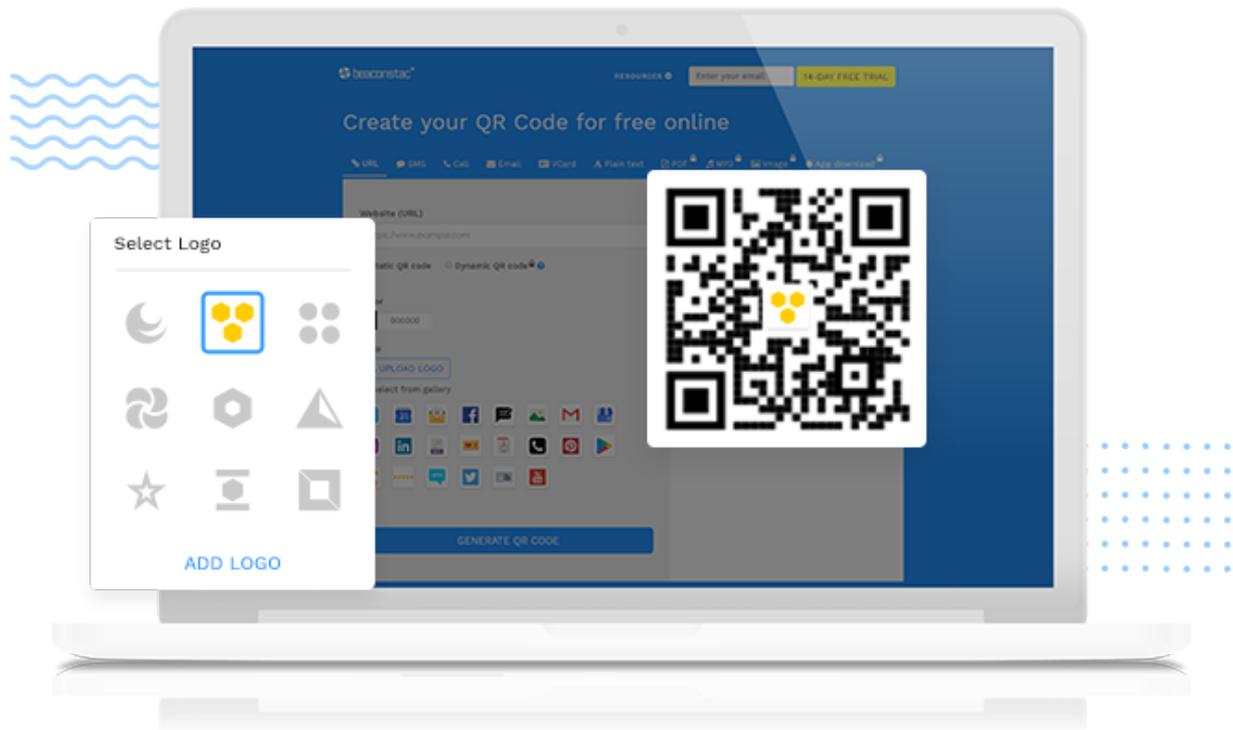
Click on the extension in your browser and your QR code is created instantly. Customize the image by clicking on 'Settings.'



You can even save your preferences so that you create the same color QR codes next time too.

If you want to use the QR code offline or in other places, you can save the QR code as an image by right-clicking on it, copy the URL or customize it further on the Beaconstac QR code generator.

How to make a QR code with logo for free



You can customize your QR code to your liking and in sync with your branding to make them as personalized as you desire. Follow steps 1-3 from before proceeding to add a logo.

- **STEP 4:** Now, click on 'Upload Logo' to upload your logo

STEP 5: Click on 'Generate QR code' and test to ensure your QR code is scannable

STEP 6: Download your free QR code

Create QR codes for retail

You can create different types of QR codes for retail throughout the store to implement different use cases.

On Products:

1. **Video QR codes:** Let your consumers see your products in action with a Video QR code. This can either be an advertisement for the product or a way to educate the consumer on the right way to use the product. If you have a product that can be used for more than one purpose, instead of having a cluttered packaging, you can use a Video QR code.

Here's everything you need to know about Video QR codes

2. **Scan and Go QR codes:** With e-commerce threatening the very existence of retail, a long checkout line can lead to higher cart abandonment rates. Let consumers skip checkout lines and scan QR codes to add products to their cart and checkout instantly. Decathlon, Walmart and Zippin leverage this technology to create better customer experiences.
3. **QR codes for re-ordering:** Increase post-purchase engagement by letting your customer re-order the product by scanning the [QR code on the packaging](#). Attach the specific link of the product from your online store in the QR code. Alternatively, you can also let consumers scan the QR code and call or email you to order the product.
4. **Facebook QR code:** Want to grow your Facebook page? Place a Facebook QR code on the product to enable shoppers to like, follow and leave a review online.

How to use Facebook QR codes the right way

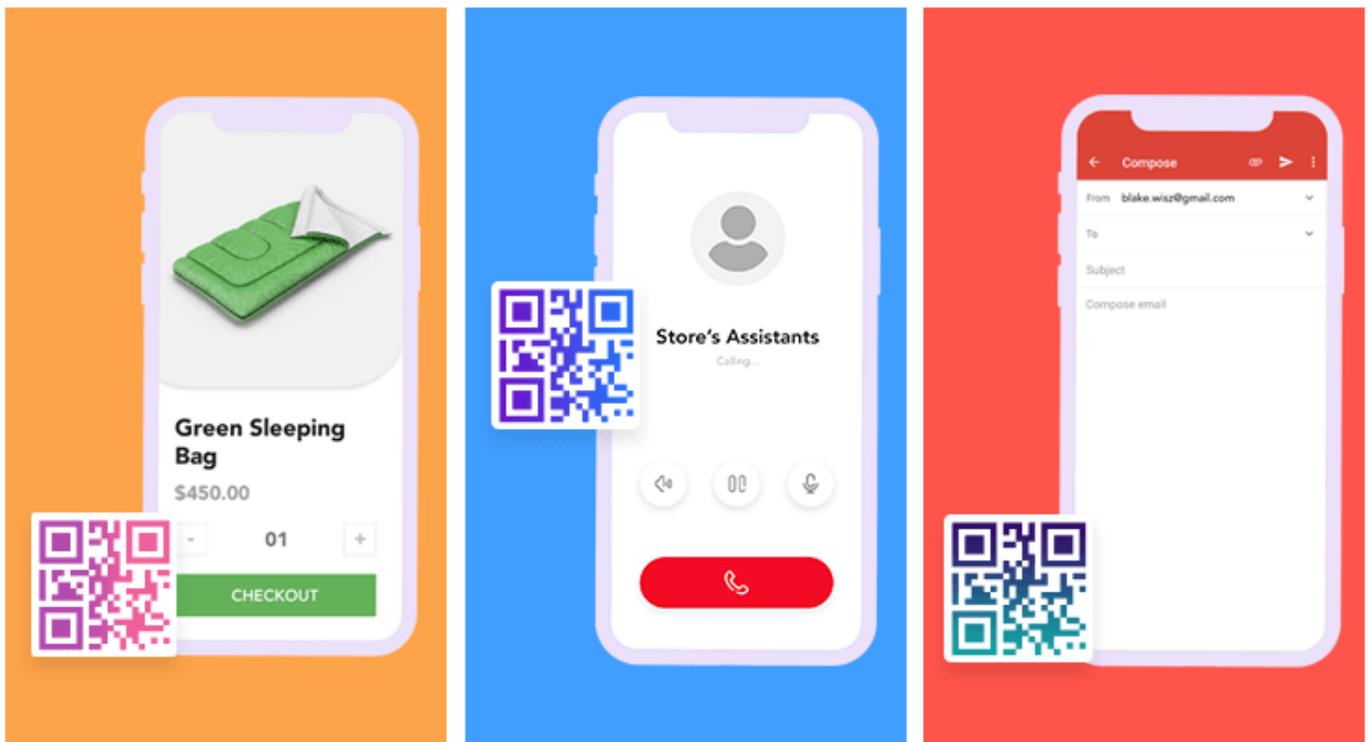
5. **Coupon QR code:** According to Juniper Research, 1.05 billion users will use digital coupons. The QR code on the product can serve as a [Coupon QR code](#). Want to display a different discount at different times in the day, week or month? Choose [dynamic QR codes](#). A dynamic Coupon QR code will allow you to change the offer code in real time.

On Mannequins:



1. **Image Gallery QR code:** Use an image gallery QR code to show off the entire collection to potential buyers.
2. **Scan to trial QR code:** Allow VIP customers to scan the QR code on a mannequin to have the outfit sent to their trial room. [Nike's flagship store](#) uses these Scan to trial QR codes.

In the store:



1. **Instant Checkout QR codes:** Why hold up the line when your customers can instantly checkout online? Allow them to scan QR codes to purchase their items online. Decathlon and Nike have implemented these Scan and Go QR codes in their stores.
2. **Call QR code:** Retailers can use this to offer assistance to shoppers. When customers scan the Call QR code, they can make a call to the store's assistants who can immediately come over and assist them. This can also be used by a customer to get in touch with the customer support team if there is an unresolved issue.
3. **Email QR code:** Want your customer's feedback instantly? Place these email QR codes in your store to let them scan and email you with their feedback instantly.

Outside the store:



1. **Call QR code:** You can place this QR code on OOH ads to allow a potential buyer to call the store and make enquiries.
2. **Google Maps QR code:** Don't let your customers get lost or stuck in traffic. Place a Google Maps QR code on print ads or OOH ads to help them navigate using the shortest route.
3. **Coupon QR code:** Drive more customers to the store by offering them a coupon QR code that they can redeem at checkout .

Brands that use QR codes in retail successfully

Popular brands that use QR codes for retail

Lifestyle

Lifestyle Stores has launched an app, Lifestyle Buddy, that allows shoppers scan QR codes at stores and place orders online. This also shoppers to get personalized product recommendations.

Iris Nova

The Drug Store, Iris Nova's brand new store, is a cocktail bar that features alcohol-free drinks with some innovative ingredients that uses QR codes to prompt shoppers to pay via text.

Hedone

Part of the increasingly popular C-beauty phenomena, Hedone is a digital native brand in China that leverages the power of social media beauty influencers to sell to customers who want to purchase beauty products made in China. There are unstaffed booths placed in shopping malls that allow customers to access them with a QR code and use the booth to freshen up their make-up or try out new Hedone products.

Guess x Alibaba

Alibaba has partnered with Guess to pilot its FashionAI concept in Hong Kong. Shoppers use a QR code to check in and as soon as they pick up an item, it appears in a smart mirror. The items are RFID enabled and the smart mirror suggests other products to complete the look.

How do QR codes work?



QR codes are 2D barcodes that when scanned perform a certain action. It could either open a website, make a call, send an SMS, open up Google Maps among several other things.

QR codes are read by a smartphone's image sensor and then interpreted by the processor in the phone. Unlike 2D barcodes, QR codes can be digitally scanned.

The three large squares in a QR code help to align the target and the smaller square helps to normalize the size and angle of the shot.

QR code Basics: All things QR code

What can you use QR codes for?



There are a number of ways marketers and businesses can use QR codes to drive their ROI.

- **1. Virtual business card:** QR codes can be used to share contact information instantly. [Get started with vCard QR codes](#)
- **2. Send preset SMSes:** You can use QR codes to send a preset text message to a predetermined recipient.
- **3. Send emails:** Leverage QR codes to send emails complete with subject and recipient.
- **4. Call businesses:** Businesses can have users call them instantly by scanning QR codes.
- **5. Discounts and coupon codes:** QR code coupons are very popular amongst businesses and customers alike.
- **6. Navigation:** Businesses can direct in-store traffic by creating a QR code to reveal the location on Google Maps.
- **7. Add events to calendar:** QR codes take out the manual work of adding events to your calendar. Scanning a QR code does the job for you.
- **8. Connect to the WiFi:** Customers no longer need to ask for the password to connect to the store's WiFi. All they have to do is scan the QR code.
- **9. Follow social media profiles:** Scanning a QR code allows consumers to instantly follow social media profiles.
- **10. App downloads:** Businesses can encourage app downloads through QR codes that lead to the user's respective App Store.

QR code - Frequently Asked Questions

How do you turn a URL into a QR code?

On the Beaconstac's QR code generator, all you have to do is enter the URL of the website or webpage that you need a QR code for and customize it as needed. You can add a logo, change the color and download in PNG format.

[Discover how to convert URLs into a QR code](#)

How to create a QR code for an app

Create a universal link for an app and utilize that URL in the Beaconstac's QR code generator to create a QR code. When this QR code is scanned, it will direct users to their respective App Store.

[All you need to know about App Download QR code](#)

How do I link a QR code to a Google form?

After creating your Google form, get the URL and insert it in the Beaconstac's QR code generator to create a QR code which when scanned asks users to fill out your Google form.

How do I email a QR code?

Download your QR code after creating it and share it as an attachment in the email to the intended recipient.

How do I turn a PDF into a QR code?

You can now share PDFs with a PDF QR code. Simply take the link of your PDF and input it in the QR code generator. Generate your QR code to share it as a standalone image or place it on a poster.

[PDF to QR codes: A complete guide](#)

How to create a vCard QR code?

A vCard QR code when scanned allows anyone to save your contact information instantly. You can create one by entering your first name or business name, phone number and email address in the QR code generator. Customize it to keep it in sync with your branding by adding color and your logo to the QR code.

[Explore vCard QR codes](#)

How to create a Facebook Messenger Scan code?

You can now add anyone on Messenger without searching for their profile online. Open your Messenger app on your smartphone and click on your profile. You will find two options: My Code and Scan Code. Tap on Scan Code to add someone online. Tapping on Scan Code will open up your camera and scan someone's Messenger Code to add them instantly. Your Messenger Code is ready-made and you can see it when you click on your profile.

[Explore vCard QR codes](#)

UPDATE: Facebook Messenger's Scan Codes will no longer work after August 15, 2019. To continue driving users to your Messenger, you can now use QR codes with a m.me link.

Here's how you can create your new Facebook Messenger QR code -

- 1. Open the [QR code generator](#)
- 2. Paste the link [https://m.me/\(your-page-name\)](https://m.me/(your-page-name)). So, for Beaconstac's Facebook Messenger, the link would be <https://m.me/beaconstac>
- 3. Click on 'Generate QR code', test it and download it.

Know more about Facebook killing off their Messenger QR codes

How do I create a QR Code for an address?

Bitcoin Address: Copy your Bitcoin Address and paste it in the QR code generator. Your QR Code is now ready to be tested and downloaded.

Email Address: Create a QR code that when scanned triggers an email. To do this, choose "Email" as the QR code type in the generator and enter the Receiver's email, the Subject and the body. When this QR code is scanned, it opens up the default email provider on the smartphone and all the user has to do is press 'Send.'

Physical Address or Location: You can create a Google Maps QR code, Waze QR code or Apple Maps QR code to provide exact navigation details to the person scanning the QR code. [Refer to our helpful guide on how to create a Location QR code for more information.](#)

How can I create a QR code coupon?

Create a QR code coupon in 3 easy steps.

- 1. Copy the Coupon Code and paste it in the 'Text' QR Code.
- 2. Generate the QR code and customize it.
- 3. Test it before you download or embed it.

[Read more about Coupon QR Codes here](#)

How to create bespoke QR codes

A bespoke QR code is one that you can completely customize. However, creating a designer QR codes may inadvertently cause it to become unscannable. It is highly recommended that you scan the QR code and test it before downloading, printing or embedding it.

[Learn how to design a customized QR code](#)

How to create a QR code that deep links to a mobile app

Create a universal link for your mobile app and convert it into a QR code. If the user already has the app downloaded, that app or a particular page on the app will instantly open. If they don't have the app, you can designate a Fallback URL to prompt the user to download the app or open the web version of the app.

Are QR codes free?

Yes. The Beaconstac QR code generator allows you to create QR codes for free without asking you to sign up. Some of the common types of QR code are absolutely free and there is no limit to the number of times it can be scanned whereas some advanced QR codes can be accessed with a free trial or the Starter plan.

Do free QR codes have a limit?

Most online QR code generators offer a free trial or limit the number of scans for the QR code you create but that is not the case with Beaconstac's QR code generator. You can use it forever with unlimited scans.

Does scanning a QR code require the Internet?

No. You can scan all QR codes without the Internet. However, if the QR code requires you to open a URL, you will need the Internet for this.

Do QR codes expire?

If you choose a QR code from most free QR code generators available online, they expire in 14 days and start redirecting to their own website. Always read the web page to find out.

