Barcodes – What are 2D BARCODES?

Barcodes are a pretty big deal – and not just at the grocery store. 2D barcodes are the about newcomers such as NFC, but for now, the majority of folks are sticking with 2D.

In mobile tagging, the barcode is a printed symbol that connects a physical object (a magazine ad) to a digital experience on a smartphone (a cool video). Why should you care? Because a 2D barcode like a Microsoft Tag barcode adds a whole new dimension to your marketing campaigns, making them more engaging and interactive.

You can put a 2D barcode on just about anything – printed materials, packaging, posters, signs, websites, clothing. When people can scan the barcode with their smartphones, they instantly see the online content you've created – from a product video to a sweepstakes to a custom mobile site.

But not all barcodes are created equal. The type of barcode you use is important, because features and ease of use vary. There are three types of barcodes in common use: Microsoft Tag barcodes, QR Codes, and traditional linear barcodes.
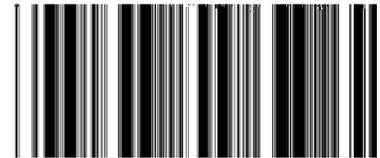
Tag Barcodes

QR Code

Traditional Barcodes

Tag barcodes are the newest edition of 2D barcodes. They offer more flexibility than older formats both in the barcode design and the content behind it. Because Tag barcodes are linked to data stored on a server, you can deliver a more robust online experience – including entire mobile sites – and update the content any time without having to change the Tag. So, if you link a Tag on your business card to your résumé, it will still be valid after you get that big promotion. Tags can be black-and-white or full-color, including custom images (e.g., a company logo).

The Quick Response (QR) Code was the earliest 2D barcode. It was designed to be a bump up from its predecessor, the 1D barcode, because it can contain more information. While not technically open source, the inventor of the QR Code and owner of the QR Code trademark, DENSO, has allowed the patents for the code to be freely available to the public. QR Codes have a variety of disparate formats and reader apps, and can be black-and-white or basic colors. Because of these constraints, QR Codes are best suited for simple designs that don't require integration with your branding.

It's not likely, but it's possible the 1D barcode on your loaf of bread carries a little something extra. Some marketers provide basic product information using the 1D barcodes you've known for years. Some services use mobile apps to scan these barcodes and display data such as prices, descriptions, and user reviews.
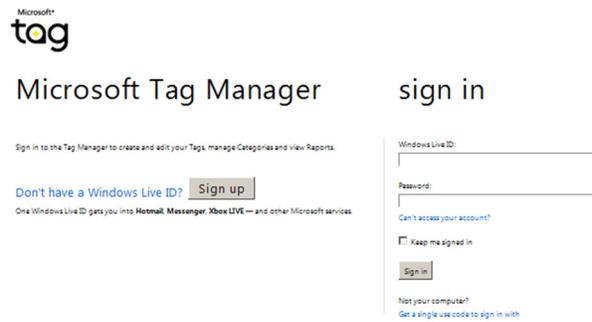
Barcode Generators

1. I like to use Microsoft Tag Manager .   - http://tag.microsoft.com/home.aspx

2. You will need a Windows Live account. If you don't have one…click on Sign-up.
    a. Because of my age…I use my school email and the same password as I do for my Google Drive account
    b. You can create, distribute, and scan Tags, plus get usage reports – all for free. Sign in to the Tag Manager to create and edit your Tags.
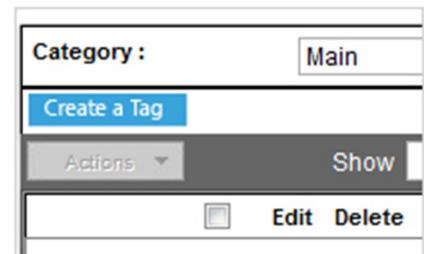3. Other free QR code generators
    a. KAYWA http://qrcode.kaywa.com
    b. QR Stuff - http://www.qrstuff.com/
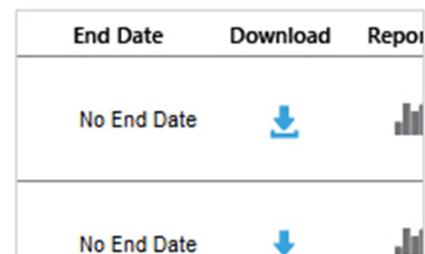   c. QR Game Generator - http://classtools.net/QR

Create You Tag

1. Log into tag Manager with your Microsoft Live ID. Click Create a Tag. Give your tag a name and choose your Tag type. Then just fill in the requested information.
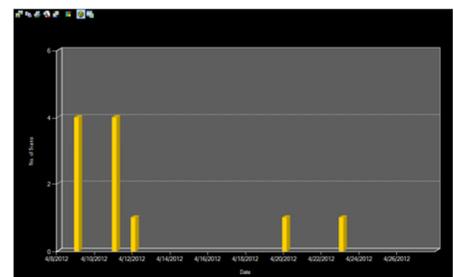   a. URL or text
    b. Start/end dates

Download your Tag

1. Create the Tag graphic by clicking the Download button. Choose your image siaze and file format whether you want a Basic or Custom Tag.
2. Once your done click Download and Tag Manager will create your file.
3. You can easily change info and edit content. Go into Tag manager and change the info.

Reports

1. Log into Tag Manager and click the report Icon
2. Simple as that!

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Get a QR Reader

3. Download the Microsoft Tag app on your mobile phone or iPad, iPod
4. Get the Tag App   http://gettag.mobi
5. Get the I-Nigma QR Reader… http://i-nigma.com/
6. NeoReader - http://www.neoreader.com/
7. Kaywa - http://reader.kaywa.com/

Take the QR Quiz – Download pdf file of QR codes found below

Instructions

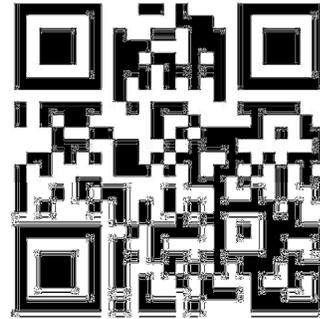Question 1 (of 5)

Question 3 (of 5)

Question 3 (of 5)

Question 4 (of 5)

Question 5 (of 5)

French and Indian War page: http://goo.gl/pU4IS

Correct Answers: Correct answers

French and INdian War Answers

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