

Techno Tips: What are the QR codes for?

QR (Quick Response) Codes provide smartphone and tablet users with quick and straightforward information.

In 2022, 6.6 billion people, 83.7 % of the global population, have a smartphone and/or a tablet. More and more people are shifting from desktop computers to smartphones and tablets. It is more important than ever before to pay attention to mobile-friendly content. QR Codes are attractive because people are more and more using their mobile devices. QR Codes are cost-effective and universally applicable, and they connect the client directly to relevant digital platforms.

QR Codes were initially invented to replace Barcodes at supermarkets as they can store more information and are easier to scan. Now, QR Codes have a wide range of uses across all types of industries, such as in education, marketing, and logistics.

You've probably scanned more QR codes in the last few months than you did in your entire life. They've saved us from filling out endless paper forms, so it is worthwhile to take a moment to learn more about this new communication tool.

The QR code is basically a more efficient barcode. While the barcode holds information horizontally, the QR code does so both horizontally and vertically. This enables the QR code to have over a hundred times more information.

AFSM has created and posted on its web page QR codes for quick linking to its newsletter and Facebook Page.