Using QR Codes in Museums and Exhibits to engage younger, tech savvy audiences

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WHAT DO I HOPE YOU TAKE AWAY FROM THIS SESSION:
1. Participants will learn
   a. exactly what Quick Response (or QR) Codes are
   b. where they come from
   c. how they can convey data
2. Participants will learn what they look like.
3. Participants will learn
   a. how easy they are to read
   b. how easy they are to create
4. Participants will understand how they can be used to engage a younger tech-savvy audience. The session is intended to be thought-provoking and inspire participants to think outside of the box to use QR Codes to make exhibits and displays more interactive by using current technology.
1.A. WHAT IN THE WORLD ARE “QR CODES”? 

- QR stands for “Quick Response” Code.

- It is a two-dimensional barcode.
QR codes are made up of black and white squares. Each square is called a module. In every QR code, there are certain modules that must not be covered or edited in order for the code to scan.

1. The three large squares are the position markers. These tell the scanner where the edges of the code are.

2. The smaller square is an alignment marker. This acts as a reference point for the scanner, making sure everything lines up properly. More elaborate QR codes will have more of these. Look back at first slide for example.

3. The sections immediately around the large squares tell the scanner whether it’s a website, text message, numbers, or any combination of these.
1.B. WHERE DO THEY COME FROM?

• Toyota, 1994 – to track auto parts

• Now adapted to wide range of uses

• June 2011: 14 million users scanned a QR or barcode

• 58% from home; 39% from retail stores

• 53% users are male, ages 18 - 34
1.C. HOW MIGHT A QR CODE BE USED TO CONVEY DATA?

• To display an image
• To display text
• To link to a website
2. What do they look like?

To follow are photos of some QR Codes used for variety of purposes – some whimsical, some useful.

AND, you never know WHERE you will find them! The possibilities are endless!
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GNC
WHY USE A QR CODE?

• Statistics show it is primarily used by young, tech savvy users
• Can be used in a wide variety of ways
• Can be used to do a wide variety of things
• Can be specifically – and easily - adapted for the museum world
3.a. How easy to read (scan)

Smartphone with QR Reader Apps (free):

ScanLife
QR Droid.
3.b. How easy they are to create

- Determine what you want the person to see
  - Text
  - a Website with other information
  - a phone number
  - an image
- Choose a QR Generating website
- Create your QR code
- Print/save the QR code and insert or display it as needed
Website to create QR Code

1. To create simple text
   http://www.qurify.com/en

This website allows you to create a simple QR code using 255 characters of text only.
This means that when the QR code is scanned, the viewer will see the text you typed in.
QR Code generator. Create your own QR Codes.

What is a QR Code? What can I do with QR Codes? QR Code More info Home

How to make a QR Code?

1. Type your message
2. Click "Qurify!" to qurify the message.
3. Download the QR Code image.
4. QR Code Done!

QR Codes are 2-dimensional barcodes that are easily scanned using any modern mobile phone. This QR Code will then be converted (called "qurified") into a piece of (interactive) text and/or link.
Once I clicked Qurify, the QR Code based on the text to the left appears on the right.
I am now ready to download my QR Code so that I may print it to place on whatever I desire. So I click on “Download JPG file and then click on OPEN.”
Here is my QR Code in a JPG format. At this point, I will click on File and choose “Save As” from the Drop Down Menu.
This will prompt me to tell my computer what I would like to name my QR Code and in where I would like to save it.
Website to create QR Code

1. To create a QR Code that opens a website and other possibilities

http://qrstuff.com

This website allows you to create a QR code with a URL (web address) in it.
This means that when the QR code is scanned, the viewer will be directed to the website you typed in.
This website can also be used to create a QR code to display text.
If I chose “Download QR Code” from the website, I would get this page. At this point, I could simply save the QR code to my computer for use at any time later by printing or inserting.
Printing out your QR Code

Once you have generated your QR Code, you can print it on:

- A single sheet of paper such as letterhead or a flyer
- transparency film
- a sheet of iron-on transfer paper
- label paper
- temporary tattoo paper
- business cards
- virtually anything you can put in your printer
### Paper Size: Letter (United States & Canada)

<table>
<thead>
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<th>12 Per Page</th>
<th>20 Per Page</th>
<th>12 Per Page</th>
<th>24 Per Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2″ Round</td>
<td>1.5″ Round</td>
<td>2″ Square</td>
<td>1.5″ Square</td>
</tr>
</tbody>
</table>

- Avery 22807
- Avery 8293
- Avery 22806
- Avery 22805

### Paper Size: A4 (International ISO)

<table>
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<tr>
<th>12 Per Page</th>
<th>24 Per Page</th>
<th>20 Per Page</th>
<th>35 Per Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>60mm Round</td>
<td>40mm Round</td>
<td>45mm Square</td>
<td>35mm Square</td>
</tr>
</tbody>
</table>

- Avery 980001
- Avery 959162
- Avery L7121
- Avery L7120

Click here to download your PDF sticker sheet template --> [DOWNLOAD]
ARE THERE ANY FEES INVOLVED?

• There will are fees to have a Smart Phone – i.e., cell service.

• Most Smart Phones come with the QR ap. If not, there might be a minimal fee to download the ap.

• There are websites out there from which you can create a QR Code with no fees and no registration.

• As you may be aware, the use of software applications typically requires a “site license”. The use of QR codes is free of any license. Denso Wave (Toyota) owns the rights on QR codes and has made the decision not to exercise patent or license fees.
ARE THERE ANY RISKS?

For those creating a QR code, there is very little, if any, risk.

For those scanning an unknown QR code, those risks are identical to opening an email, shopping online, or visiting a website:

• Viruses
• Identity theft
• Privacy violations
• Malicious codes which may cause actions such as sending premium texts at a fee
4. How can these be used in a museum?

The use of the QR Code is only limited by the imagination. To follow, you will find some samples.
Northern National Bank formed in 1933 as a consolidation of Merchants Trust and Presque Isle National Bank purchased the Perry Building in 1904. The building burned to the ground in January of 1945. The bank then rebuilt across the street and opened for business on September 3, 1946. In 1956, the bank purchased property on the northeast corner of Cedar and Main Streets to build a drive-in banking facility. This drive-in facility no longer exists.
Tour participant scans QR Code for more information using Smart Phone.
QR Code in use in the Vera Estey House Museum
Another QR Code being used in the Vera Estey House Museum.
This wooden cradle was made in 1841 for Louise Pratt, who at six weeks of age traveled from Phillips, Maine to Presque Isle by oxcart. Her parents were Beniah and Elizabeth (Plummer) Pratt, who became early settlers of the area. The trip would have taken several days if not weeks. Imagine how uncomfortable it must have been to travel by oxcart in a wooden cradle with no padding.
Let’s scan one right now!
Let’s create one right now!
References

http://www.slideshare.net/bannersonaroll/37-examples-of-using-qr-codes

http://en.wikipedia.org/wiki/QR_code