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I'm glad they implemented this but I don't really bother with QR codes anymore. The ideal of them being handy didn't work for me when you had to pull out your phone, type in a passcode, and find an app. Now with face and fingerprint unlock and the camera app more easily accessible it is finally useful. But I don't notice as many codes (the rage seems to have died down) and I have it in my mind to ignore them.Score: 6 Votes (Like | Disagree) Before iOS 11, iPhone users had to download a third-party app in order to scan a QR code. However, this functionality is now built in and you can use the stock Camera app on the iPhone to scan as many QR codes as your heart desires. RELATED: QR Codes Explained: Why You See Those Square Barcodes Everywhere If you're not familiar with QR codes, they're a special kind of barcode. When scanned, they can take you to a specific website, lead you to a file to download, and even just show a bunch of text about something. For example, if you were at the zoo and there was a QR code next to the lion exhibit, you could scan it to bring up more info about the lions on your phone. QR codes are pretty great, especially since you can make your own. However, if you just need to scan a QR code, here's how to do it with your iPhone without needing to download a third-party app. Start by opening up the Camera app and make sure that it's set to "Photo" or "Square". Either of these modes will work. Point your phone at the QR code like you're about to take a picture of it. You actually don't have to get that close to it, but you also can't be too far away. Below was about the distance that the camera was able to read it without going out any farther. It should only take a second or two for the camera to read the QR code, and when it does, you'll get a banner notification appear from the top. Depending on what kind of information the QR code contains, the notification will let you interact with it in different ways. For example, if it contains a URL, simply tap on that notification to go that website. If it's just some text, the notification will display it. Tapping on it will do a Google search for that text. If the QR code contains contact information, the notification will let you add it to your iPhone's contact list. These are just a few examples of what you can do, and the possibilities are nearly endless, especially when you can attach just about anything to a QR code. Media Platforms Design TeamSee that thing at the right there? You've probably noticed these around, mainly on advertisements. It's called a QR code, and marketers want you to use your smartphone's camera to "read" it. Here's what you should know about them... and how to make your own!QR (Quick Response) codes are a type of barcode — not unlike the vertically-lined ones on every product you buy — that provide information when read by a scanner equipped to interpret it. They were first used in the mid-90s by a Japanese car manufacturer as a way to keep track of parts, but marketers have begun using them as a fun way to encode and share additional information with consumers, beyond what they can squeeze into an advertisement. (The one shown here is Good Housekeeping's.)After downloading an app (I like QuickMark, but there are a ton of options out there), you use your smartphone's camera to capture the code. You'll then immediately be asked if you'd like to see whatever info the code indicates — it could be a prompt to go to a website URL or to send an e-mail (say, to enter a contest). Marketers are also using them to offer discounts and coupons — a reason it really pays to look for these on ads. Further, tech savvy companies are putting them on employees' business cards, so the contact info can be quickly read and imported into a recipient's cell phone's address book.To create your own, you can use a phone app (QuickMark does this), or go to a QR generator website, such as QRStuff.com or Qurify.com. Some ideas for what you might encode: your contact info, your Facebook profile page URL, or even a Google Map of your house (for a party invitation, for example). Once created, you can save the square code as an image file that you can share or paste wherever you see fit, or you can email or text it to your friends and family (phone apps can also interpret codes sent this way).Have you ever scanned a QR code? What do you think of them? And how might you use a self-created one? Please tell us in the comments below. Several months ago, I went to a local TEDx event. It was an opportunity to absorb wisdom, to learn from the experiences of others and... to participate in one of the sponsors' games. The latter could win me a trip for two to an exotic destination, but for a chance to grab the prize, I had to take a quiz at the sponsor's website. There was a poster with a huge QR code on it linking to the page. Then it occurred to me that I didn't have an app to scan the code with. "Why can't smartphone cameras scan these automatically?", I asked myself. Well, it turns out that some already can. With iOS 11, Apple is bringing the ability to scan a QR code by simply pointing your iPhone's camera at one. The link it leads to does not open automatically. Instead, you get a notification saying that a QR code has been detected. Then you tap to open it or slide down to preview the content without leaving the camera app. If the code links to a web page, it will be opened in Safari, but links to apps and games will open in the App Store instead.Curiously, the iPhone is not the first phone that can automatically detect QR codes with its stock camera app. The feature has been present for some time on phones by the Chinese brand Xiaomi and it works in a similar fashion. And Meizu – another Chinese smartphone maker – has a non-automatic QR code scanning mode in its own camera app. While QR codes never became a hit in western markets, they're quite popular in China, which is why it comes as no surprise to see scanning software built into these two brands' phones out of the box.The ability to scan QR codes will come to iPhone and iPad users later this year with the release of iOS 11. Those who are feeling adventurous can try that, along with many other cool new features, by downloading the public iOS 11 beta on their compatible device. Updated: 12/30/2021 by Computer Hope Today, almost every product for sale has a barcode, QR code, or both. Barcodes are mainly for storing pricing information, whereas QR codes contain product information or a link to a website or video for the product. Using your smartphone to scan a barcode is relatively straightforward. Choose your preferred method from the list below and follow the instructions. Newer smartphone cameras have software incorporated to scan barcodes and QR codes automatically. To scan using your smartphone camera, follow these steps. Open your smartphone's camera app. Hover the camera in front of the barcode until the camera focuses and shows a number or link. Tap the number or link to open a browser window with information about the product and links to buy the product. Barcode and QR code scanning using your smartphone's assistant Using your smartphone's digital assistant (Siri, Google Assistant, Bixby, etc.) is one of the easier ways to scan a barcode. If you are unfamiliar with how to open your assistant, please see our digital assistant page before proceeding with the steps below. To scan a barcode with your digital assistant, follow these steps. Open the assistant, and when prompted, say, "scan this barcode." Hover the camera in front of the barcode until the camera focuses and shows a number or link. Tap the number or link to open a browser window with information about the product and links to buy the product. Barcode and QR code scanning using a 3rd party app If you use an older model smartphone, your camera app might not be able to scan the barcode. In this case, several 3rd party barcode scanning apps are available in the Play Store or App Store. When downloading, make sure to download a highly-rated app. For assistance downloading an app, see: How to download an app or game from the Google Play store. Please see the instructions below for using a 3rd party app to scan a barcode or QR code. Open the barcode scanning app you previously downloaded on your smartphone. Point your camera at the barcode or QR code you want to scan and wait for it to focus. Depending on the app, a number or website link is displayed, similar to what's shown below. Click the link that best suits your needs. For example, if you're looking for product information using a barcode, you might want to use the web search option. If you're scanning a QR code, you might choose a YouTube option, if available. Just a few years ago, QR codes seemed to be "the next big thing." Shop windows, food labels, band fliers, magazine advertisements -- those distinct little black-and-white squares were everywhere, vying for our attention. And while small business owners and marketers thought they'd hit the jackpot, the QR code trend didn't become as popular with consumers as some had predicted. A 2013 survey found only 21% of American smartphone owners say they've ever scanned a QR code, and just 2% say they scan a QR code at least once per day. You might think that, in an age when consumers tend to keep their smartphones close by at all times, an application that connects the physical and digital worlds -- kind of like Instagram, FitBit, and thousands of other apps do -- would take flight. But I'll be honest here: I've never scanned a QR code in my entire life, and I'm pretty tech-savvy. I can't even recall watching a friend scan a QR code, either. But I realize I'm a sample size of one, and I've heard people argue -- marketers especially -- that QR codes are still alive and well. I found myself thinking, could that even be possible? Download our free guide here to learn how to create QR codes for yourself. So I decided to look for success stories and data to see whether I was ill-informed or QR codes really are still a thing. Though I could hardly find a data point that was less than two years old, I'll tell you what I did find, what I think it means, and what marketers should do about it. Like I said, this isn't an easy question to answer because of the limited data. But the data I did find suggests that QR codes are not widely used. For example, Inc's 2012 research found that 97% of consumers don't even know what a QR code is. Digital business analytics company comScore found that 6.2% of the total U.S. mobile audience scanned a QR code on their mobile device in 2011. Since 2011, the number of mobile users has increased, especially among the younger population, while QR codes seem to have maintained steady popularity and visibility. According to comScore's report, the number of people who have scanned a QR code seems to have plateaued since 2012: As the number of smartphone users continues to rise, the number of consumers scanning QR codes remains the same. trend is out of style, or are some of them actually seeing real success? After all, it's understandable that we're constantly looking for ways to bridge offline and online marketing in our internet-driven world -- so to us, links you can "click on" in real life are a godsend. Data from MarketingCharts suggests that the average marketer's view on QR codes is "somewhat at odds with the consumer statistics. Whereas relatively few consumers say they're actively scanning QR codes, marketers are finding them to be quite an effective mobile marketing tactic." To be specific, of the marketers who responded to an Experian survey about the effectiveness of QR codes as a mobile marketing tactic, 29% of them rated QR codes very effective, and another 66% effective. So what does this data all mean? Basically, QR codes appear to be working for that small, stagnant population that knows how to use them. While QR codes aren't "dying," they're certainly not thriving. The question is why, given how many consumers have smartphones nowadays. What Happened? There are a number of reasons why QR codes might be going "out of style," but the most important is probably that they're often misused. They're in subway stations where there's no WiFi, on TV commercials that have an air time of a second or two, and some of them lead to broken links or landing pages that aren't optimized for mobile. Once a consumer is disappointed by the mobile experience behind a QR code, she may never scan one again. For those of you who use QR codes properly and offer great mobile experiences behind them, this is probably very frustrating. But even when QR codes are used properly by businesses, the bigger issue is that the many users don't know how to use them properly. They have been poorly adopted in the United States and haven't really broke out of the tech-savvy crowd. And although mobile devices incorporated a preloaded version of a QR code reader into their system (Apple's is built into Passbook, not the camera itself), that isn't very widely known or used. It turns out that the action of taking out your phone, opening a QR code reader, holding the camera from the app up to a QR code with steady hands, and pressing a button isn't super intuitive -- so you should probably adjust your marketing strategy accordingly. What's a Marketer To Do? Marketers who believe QR codes are alive already drinking inbound marketing Kool-Aid -- they're just trying to use an offline channel to drive website visits. So, what are other ways to bridge the online/offline gap and draw more people to your website? One practical solution is to lock down a short, memorable URL and give people that URL. Consumers are becoming more and more familiar with their smartphones, and nowadays, typing a URL into a mobile browser is not a problem for most people. Just make sure that these URLs are short and that they contain a unique UTM tracking code so you can measure your success. (HubSpot customers: learn how to create a tracking URL for a landing page in HubSpot here.) And, besides QR codes, there are other effective ways to attract people to your website, add you on Twitter, or buy your product - - you can click here for some ideas. If QR codes are a part of your marketing strategy and you believe they bring you success, I suggest that you run an A/B test or two to gauge their effectiveness. For example, at your next event, you could include a QR code on half of your programs, and a shortened, easy-to-remember URL in the other half, both linking to the same page on your website. Put separate UTM tracking codes on the QR code link and shortened URL so you can compare how many people visit from each, and voila -- you can see if your audience likes to use QR codes. Just because QR codes don't work for some companies doesn't mean they won't work for you, and this type of testing is the only way to know if they work for your unique audience. What do you think? Are QR codes dying?   Originally published Aug 14, 2014 8:00:00 AM, updated July 28 2017

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