

# WalCom

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## The QRs are coming, the QRs are HERE!

What a fun AND productive craze these silly looking barcodes are creating.

At WalCom – Registration Services we have long used barcodes on event credentials for various reasons and of various formats. The simplest implementation has been a 3of9 1-dimensional barcode which can be read by very inexpensive and resilient readers. We have essentially converted the “Badge#” to this format for fast, easy, inobstrusive on-site collection with post event file distribution. This captured number has basically been the “index” number of the master registration file, thus allowing easy export of records matching the collected list of “Badge#s”.

Additionally, we have made available a very high-end and expensive 2-dimentional barcode, a PDF-417. This very complex barcode can hold a lot of data, thus essentially all of the event registrant’s pertinent information can be stored in it for immediate capture by the use of a VERY expensive scanner (about \$4,000.ea). Because of the density of this barcode, it is susceptible to environmental factors (including commercial lighting spectrums). Although this technology has provided a solution for those seeking immediate detail, it is becoming an aged process.

Enter the QR code! The Quick Response code has exploded on the commercial, industrial, social, and .... recreational markets! Perhaps the most currently used application of these codes is the encryption of the call of a function to load an internet browser, then goto to a specified URL. Great for advertising pieces! But... there are MANY other applications that are not far behind this marketing one. Transfer of business contact information (virtual business cards) to contact lists is a hot app, although, I prefer not to “lump” ALL of my contacts into ONE monster file. THUS, the time is ripe for their use in the LEAD RETRIEVAL function needs of exhibitors at conferences and trade shows.

Unfortunately, we do not have our own industry standard group who will spoon feed us canned applications fit for everybody. Here, we all use Android phones and have found a plethora of free (or almost free (\$1-\$5) apps.to creatively accomplish our desired functions; not so much for the iPhone crowd. We continue to search and would welcome any suggestions.

### WHAT WE NEEDED:

- an app to read the QR code AND STORE the data in a format and a SEPARATE file that we could easily access (perhaps a separate file for each event, or day, or sales person, or....) This file needs to be “exportable” so that it can be imported to a “real” database such as MSAccess, ACT, GoldMine, other contact management software, or even just a spread sheet.
- an app that allows us to print an individual record from this file to hardcopy ON-SITE. Human nature being what it is, I still have an archaic desire to WRITE notes and doodle on a customer “record” (I love technology, but I’m still a little bit old fashioned). Please let us know of what become your favorites so that we can share!

### OUR FAVORITES:

Scanner app: **QR Droid** (see our [QRcode Use Tutorial](#)), also **ZXing**. Cam Scanner – convert a picture to a pdf, great to email, receipts, invoices, orders, etc. ADD THIS ONE AS A BACKUP. These are “offline” readers, GREAT because you don’t need a data signal to collect scans. AND ... for the “iPhone” group, goto <http://scan.me>

Local Printing: LOTS TO CHOOSE FROM: NEW FAVORITE = “**Print Hammermill**” (I wonder why THEY want to make it so easy to use paper???? Others include: Send 2 Printer, Printer Share, HP ePrint (requires specific late model HP printers (some under \$40.) -- Printers require some type of wireless communication: airdrop, bluetooth or wi-fi, between the printer and your phone, or shared from a computer on a LOCAL (your private) wi-fi. You do **NOT** need to be connected to the internet or ANYONE ELSE’S WI-FI, (This morning’s paper contained an ad from WalMart for a \$39 Epson All-In-One WiFi Printer/Copier/Scanner (a casual copier is a GREAT item to have in your booth!)). Surf the web, it’s full of QR info. A good start might be: [www.QRstuff.com](http://www.QRstuff.com)

Here’s a pretty “intense” one to play with. If you can read this, you should have no trouble with anything that we use.

