



Mahesh Urban Co-op Bank Ltd., Solapur

QR Code

QR codes have made life simpler for customers. You can pay using your mobile phone by simply scanning the code. Mobile wallets like PayZapp can easily read merchant QR codes (such as Bharat QR), thus allowing you to quickly and conveniently pay for your purchases.

But what is a QR Code?

QR stands for quick response and is a type of barcode that can be read using an app and the camera on your smartphone or tablet. A QR code stores information related to the item it's found on. QR codes can be found anywhere, from sporting event tickets or airline boarding passes to a website or information about a location or even payment information.

When you scan a QR Code using your smartphone, you get an immediate access to its content. The QR Code reader can then carry an action, like opening your web browser to a specific URL. Other actions can be triggered, like storing a business card in your smartphone's contact list or connecting to a wireless network.

QR Code provides the following features.

- High Capacity Encoding of Data
- Small Printout Size
- Dirt and Damage Resistant
- Readable from any direction
- Structured Appending Feature

What are the uses of QR codes?

QR or Quick Response codes are used for a variety of purposes. For example, if you have booked a movie ticket via a mobile app, your ticket information may come as a QR code. Or even your flight boarding pass may have a QR code in it. You may see a QR code on a food packet (scanning it may take you to more information about the contents of the packet). Or you may spot it on an ad or a hoarding. Increasingly, QR codes are being used by retailers to accept mobile wallet or app-based payments.

Specifically, a QR Code extends the data at disposal on any physical object and create a digital extent to marketing operations. This technology enables and speeds up the use of mobile web services: it is a very creative digital tool.

QR Codes can be customized and thus make it possible for brands to incorporate their visual identity into their QR Codes.

