

# What is a QR Code?

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A QR Code is a two-dimensional barcode, which has encoded in it a URL (web address), text, or other information. It can be read by a QR code scanner, including QR scanner smart phone apps.

## How can I read a QR code?

If you have a smart phone, go to the app store and search for a QR code reader. You'll find several free apps. Run the app and then hold your phone's camera over a QR code to read it. Most QR codes you'll come across have a URL encoded, so chances are when you read the QR code it will take you to a web page.

## What's the point of QR code?

QR codes link offline information to online content, effectively providing additional information and even multimedia to an offline experience. If you've created print material that included a URL for more information, a QR code for that URL could also be added to enable smart phone users to go directly to that web page without having to type in the web address.

## What's a good QR code generator?

There are many. A free and easy to use QR code generator can be found at: <http://qrcode.kaywa.com/>

## How do I use the QR code generator?

In the URL field, enter the website address you want to generate a QR code for, and click **Download Now**.

Your QR code will be generated.

## What are the steps for having a QR Code inserted into my Flyer?

Right mouse click on the QR code and select **save image as**. Email the image and the link of the QR code to Steve at [graphics@windermere.com](mailto:graphics@windermere.com). Please follow these instructions for new flyers, as well as existing flyers you would like the QR code added to.