



QR Code Frequently Asked Questions

1. What is a QR code?



A Quick Response (QR) code is a smartphone-readable barcode that stores information such as a Web site URL or a telephone number.

2. What is the primary purpose of a QR code?

QR codes are typically used to provide detailed information from “out of home” sources where full access to information may be limited. You may have seen a QR code in a magazine advertisement, on a billboard, on retail store signage or even on a T-shirt. Once a QR code has been read by a camera-enabled device such as a smartphone, it can give you specific details about the source.

3. Do I need a mobile app to read a QR code?

If you have a smartphone, there are a number of different QR Code Reader applications that can read and decode data from QR codes. Most QR Code Reader applications are FREE and can be downloaded from your smartphone’s app store. Simply search for “QR Code Reader” in your device’s app store and install the reader of your choice. Once installed, you will be able to open the application and use your phone’s camera to scan QR codes.

4. Do I need a specific type of mobile phone to read it?

Most camera-enabled smartphones like iPhones, Androids or BlackBerrys are able to read QR codes.

5. How do I access the *Click It or Ticket* products for Law Enforcement Action Kit (PEAK) campaign material using a QR code?

You may have received a postcard with a QR code alerting you to the availability of NHTSA campaign material. To scan the QR code on the postcard, open the QR Code Reader app you downloaded, point the camera at the code by aligning the code within the “box” on your screen, and you’re done! The QR Code Reader will automatically recognize the QR code and go to the embedded URL. Once you’re at NHTSA’s Traffic Safety Marketing Web site you can view, download, or bookmark any of the available *Click It or Ticket* PEAK material.

Give it a test drive by scanning the QR code on your postcard or the sample QR code above!

6. How can I benefit from the use of a QR code?

QR codes offer quick access to information when you’re on the go. For instance, you may want to share campaign material with law enforcement agencies when preparing for a mobilization, but may not remember the Web site URL where the material is located. Many QR Code Reader apps keep track of the QR codes that you have scanned so you can easily pull up information on your smartphone.