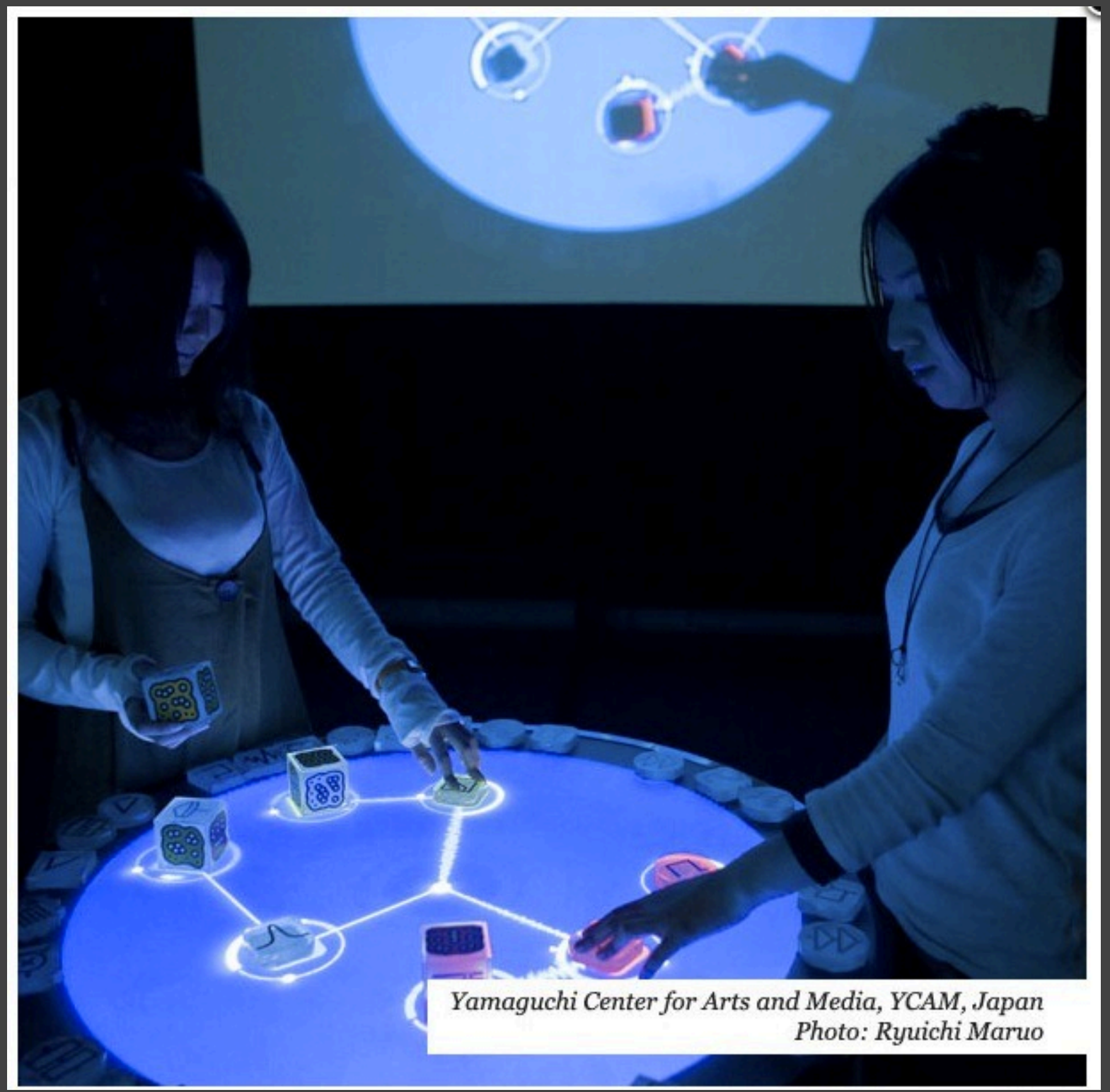
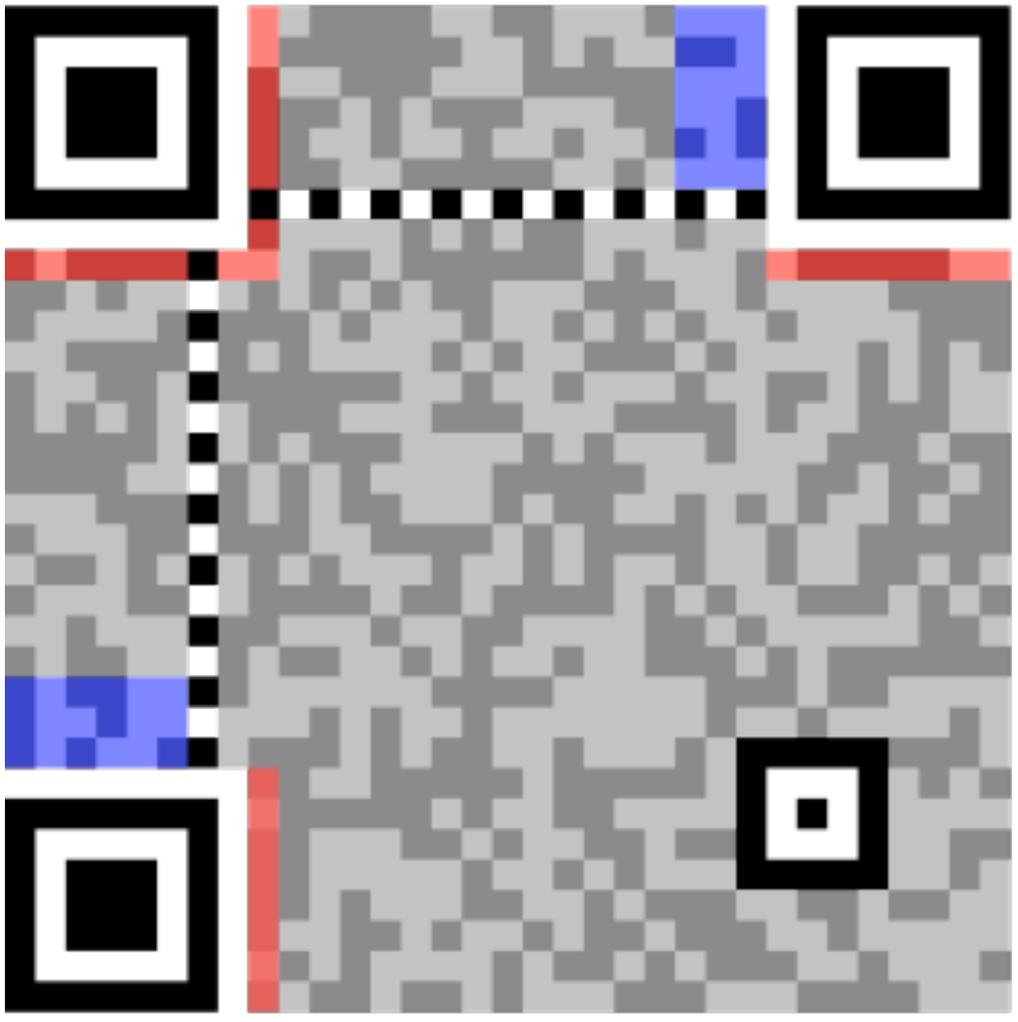
A Few Quick Hits

Bruce Wyman
bwyman@secondstory.com
@bwyman

25
10
5
JKL 5
GHI 4
DEF 3
ABC 2
1
PRS 7
TUV 8
WXY 9
0 OPERATOR
LOCAL CALL
LONG DISTANCE
COIN
Automatic Electric Company



Yamaguchi Center for Arts and Media, YCAM, Japan
Photo: Ryuichi Maruo



1. Version Information

2. Format Information

3. Data and Error Correction Keys

4. Required Patterns:

4.1. Position

4.2. Alignment

4.3. Timing

ARBOR DAY WEEKEND 2010 CENTRAL PARK
PLAY
AT THE
WORLD
PARK
WorldPark

Безлимитный
Интернет
Включи свобо
самовыражен

MICROSOFT TAG

Microsoft Tag® is a barcode designed to deliver encoded information to a phone from a server. When the Microsoft Tag is scanned by a mobile phone's reader, it gathers information loaded on a server and sends it back to the phone. This feature allows the tag to be used differently over time as the information can be updated on the backend without changing the design of the encoded image. Microsoft Tag offers an array of tracking metrics including location data.

QR

Originally used as a method for tracking vehicle part inventory, the Quick Response code is an open source platform now used as a form of scannable barcode. QR is a not a proprietary medium, so there are a number of disparate formats available for use. The design of this type of mobile tag contains the entirety of the information being transmitted and therefore doesn't need online access to decode the information held within it. Each code can contain over 4,000 alpha numeric characters.

BARCODES

Various mobile phone applications are using the barcodes found on products to serve up information and services. When a user scans the barcode with their phone's camera, services like Stickybits, RedScan and eMoby will identify the product and provide pricing information, user reviews and other product data.

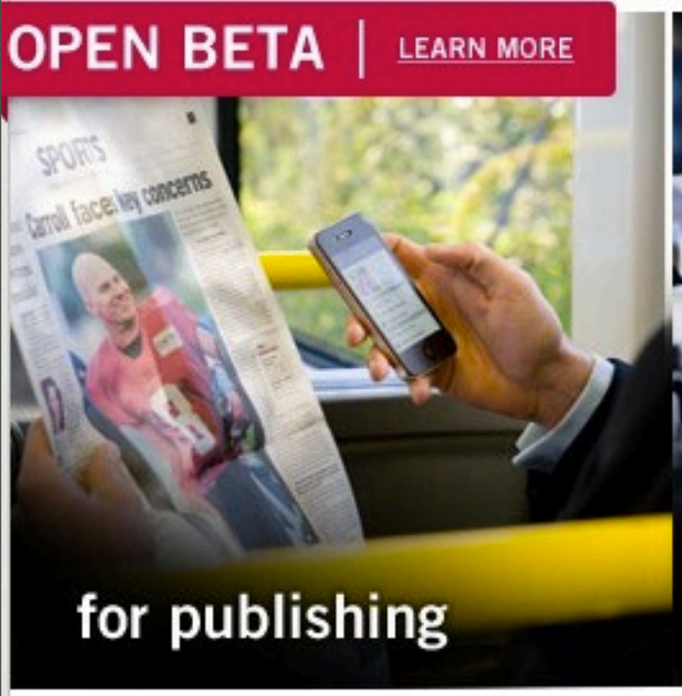
DIGIMARC | DIGIMARC DISCOVER | DIGIMARC FOR IMAGES | DIGIMARC CORPORATE | INVESTORS | SEARCH

DIGIMARC DISCOVER™

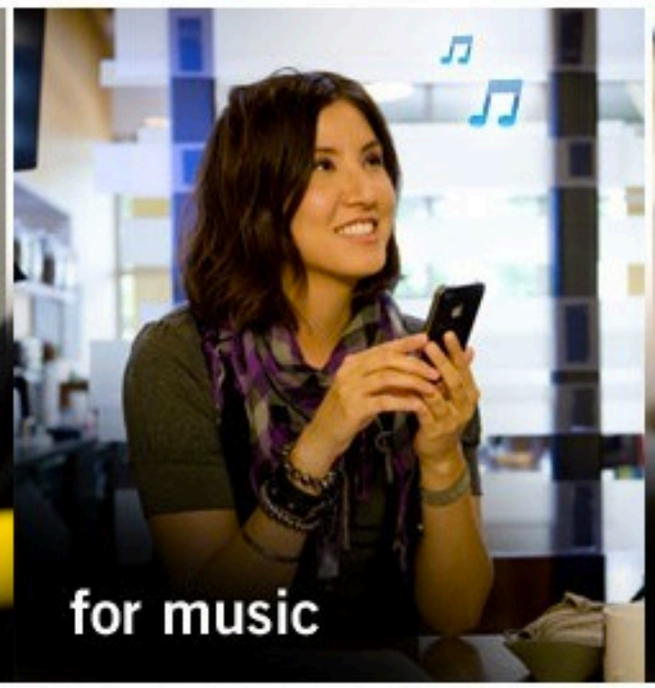
Enable your phone to "see and hear" with Digimarc Discover; recognize all forms of media in your surroundings to enrich and simplify your life.

DIGIMARC | discover

OPEN BETA | LEARN MORE

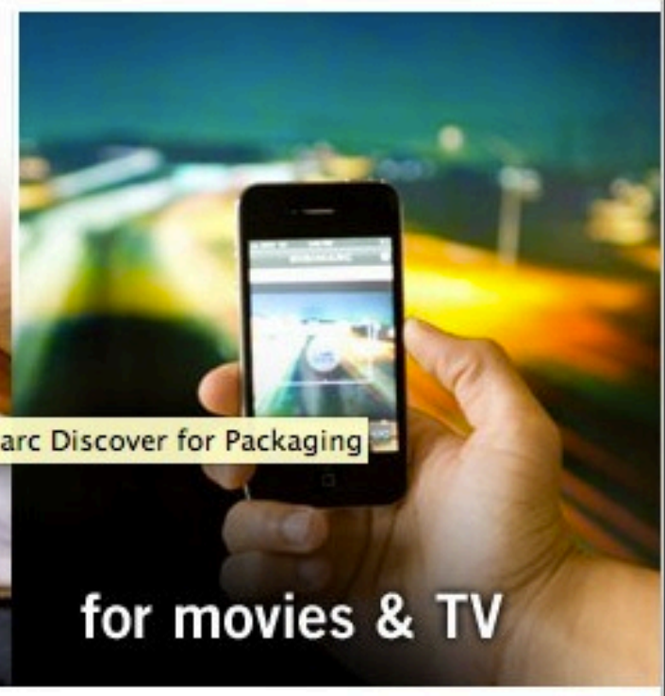


Picture this: You're riding the train to work and flipping through the sports pages. You point your phone at the image of a football quarterback and are instantly given the opportunity to: See a video of the play, buy tickets to the next game, email the article to a friend, or update your fantasy football picks



Picture this: You're sitting in a coffee shop and hear a song that you recognize, but can't remember the title or band. Your phone "listens" and displays the name of the song, the artist, the album, and other songs you might like, with the option to purchase right then and there

Picture this: You grab a box of cold medicine from the cupboard and want to know where to get the best deal. You point your phone at the box and immediately receive a list of local stores with a price comparison, potential drug interactions, and a coupon for other products that may help with your symptoms



Picture this: You're watching a trailer for an upcoming feature film and like what you see. You hold your phone up towards the screen and instantly find out who's starring, who directed, and showtimes at nearby theaters, while at the same time you ID the song playing in the trailer's background music

BY JANE QUINONES
THE SAMPLER NEWS

Oregon schools performed better this year as judged under the federal No Child Left Behind law, with high schools showing the most notable gains.

Thirty-five of the state's 230 high schools — including Forest Grove, Sherwood, Southridge of Beaverton and Franklin of Portland — raised student achievement enough to meet every federal performance target after falling short last year, according to results

BY JANE QUINONES

THE SAMPLER NEWS

Oregon schools performed better this year as judged under the federal No Child Left Behind law, with high schools showing the most notable gains.

Thirty-five of the state's 230 high schools — including Forest Grove, Sherwood, Southridge of Beaverton and Franklin of Portland — raised student achievement enough to meet every federal performance target after falling short last year, according to results

Omniar at the Museum

by Carlin Gettliffe

6 months ago