

For Immediate Release



AUB introduces special scannable codes for smartphones to market events

Beirut, Lebanon- 12/09/2011 - Smartphone users can now access all announcements of AUB events through special barcodes that can be read by their phones, linking them to URLs on the AUB website, social media outlets, or events webpages.

The barcodes, known as QR codes in the IT world, look like black-and-white square matrices of abstract patterns, and they will be included on all events-related print publications starting end of September. Posters announcing the Opening Ceremony of the new 2011-12 academic year on October 3, 2011 will be the first to include the codes, which are “read” by smartphone cameras.

In general a QR code (or a Quick Response code), which is similar to the price barcode found on a supermarket item, consists of an encoding that may include a web URL, a phone number, an e-mail address, map coordinates or other useful information.

In order to “read” a QR code, smartphone users would have to point the camera on their device at the code in order to be linked to the URL. Users of mobile phones that have Java capability and are connected to the internet can also benefit from this technology. Special applications available for free online are also required to allow users to access the QR codes.

With the introduction of QR codes, AUB aims to facilitate access to online data by smartphone users, saving them time and reducing the campus community’s paper trail and carbon footprint, while increasing its interaction with online and social media outlets.

Recommended applications for scanning QR codes:

- For Nokia: <http://store.ovi.com/search?q=qr+code>
- For iPhone and Android: <http://redlaser.com/>
- For Blackberry: <http://appworld.blackberry.com/webstore/content/13962>

ENDS

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of about 8,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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