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Gentil HUGEL 2011

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7 tips for printing the QR Code®:

1. Print your QR Code® in a size of at least 2 cm aside and let a white border around the QR Code at least 0.5 cm.
2. Do not place 2 QR Codes side by side.
3. The QR Code must always be dark on a light background (Black on white is ideal).
4. Avoid surfaces with reflections. Pay attention to fluids and UV exposure that can tarnish the QR Code.
5. Add a word to explain to readers what they are going to get scanning the QR Code.
6. If you have enough room : give the URL for this QR Code.
7. If you customize your QR Code (logo inserted, colors, patterns ...), always test the result and know that all QR Code readers or smartphones do not have the same sensitivity for decoding. Find the right balance.

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