

SHINING LIGHT ON BARCODING

Discover the black-and-white on the most widely adopted method of data transmission

Not all barcodes are created equal. Different barcode “languages” support different types and amounts of data. The scanning needs of an enterprise depends on the type of barcodes they will scan.

THE DIFFERENCES

1-Dimensional Codes

Encode data horizontally only.



- UPC - Retail hangtags, grocery packaging



- Code 128 - Retail backroom/Warehouse pallets; T&L packages



- GS1 Databar - Grocery produce; retail & grocery coupons; healthcare medications



- I2 of 5 - T&L packages; retail receipts



2-Dimensional Codes

Encode both vertically and horizontally, with much greater storage capacity.



- PDF417 - ID cards/ Driver's licenses



- QR codes - Paper and mobile loyalty cards; print ads



- Data Matrix - Small item retail; healthcare medications & surgical equipment



- Maxi Code - Postage and packaging



- Aztec Code - Transportation airline & rail ticketing

THE FACTS



Each day, over **5 billion** barcodes are scanned.¹



On average, manual data entry creates **1 error per every 300 keystrokes**. For scanned barcodes, that number is 1 error in 1 million characters.²

100X

2D barcodes store up to **100X the amount of data** held by a 1D barcode.³



62% of smartphone owners are extremely or very likely to use digital coupons in the future.⁴



The total redemption value of mobile coupons (which feature 2D barcodes) will exceed **\$43 billion globally** by 2016.⁵

Sources:

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