

Free Public Lecture

Animated QR Codes



Dr. Frank J. LoPinto

Computing Science – Vancouver Island University

Quick Response (QR) codes are becoming increasingly popular in North America. They are a type of two-dimensional bar code originally invented in Japan to control inventory in automobile manufacturing plants. QR codes carry more information than simple bar codes and are used today in a wide array of industries including: manufacturing, logistics, and marketing and have become a part of the mobile web. This lecture will discuss the history of QR codes and current trends. It will also discuss limitations of the current technology and how they can be overcome using video to “animate” the codes. Potential applications involving advanced technologies such as signs that watch you while you watch them and fabrics that display video will also be addressed.

Frank LoPinto earned a PhD from the State University of New York at Stony Brook for his work in experimental particle physics. He performed research and development in communications and software engineering at Bell Labs, DARPA, NASA, and INTELSAT. Frank holds patents in cryptography and data broadcasting and teaches at Vancouver Island University.

Wednesday, March 7, 2012

7:00 - 8:00 p.m.

Vancouver Island University, Building 356, Room 109

Sponsors: Mid-Island Science, Technology & Innovations Council (MISTIC), Natural Sciences & Engineering Research Council (NSERC), VIUFA Professional Development Fund, Faculty of Science and Technology

