
QR

2006 11

INFIDES Research & Consulting

I. QR	3
1.	3
II. QR	5
1. NTT DoCoMo	5
2. KDDI	7
III. QR	9
1. ANA	9
2. QR	9
3. QR	10
5.	12
6. QR	12
< 1> 2	3
< 2> DoCoMo	5
< 3> au QR	8
< 4> au QR EZ	8
< 5> ANA QR	9
< 6> QR	10
< 1> DoCoMo QR	6
< 2> au	7
< 3> QR	10
< 4> Amazon Japn	11

I. QR

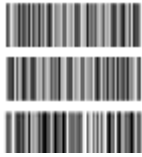
1.

가 ,

2

(Standard Barcode)

< 1 > 2



2 Standard

2

[: Denso-wave]

QR(Quick Response)

1994

(Denso)가

QR

QR

1~ 40

, 1 21x21

, 40 177x177 . QR

가 . 가 ,

, i

Vodafone QR

가

가

QR

2002

J-SH09 . ,

NTT

가 505i

au

2004

QR

QR

, 2003 가
,
URL

QR

II. QR

1. NTT DoCoMo

DoCoMo

QR

DoCoMo QR 가

- : Phone To, Mail To, Web To
- Book mark
-
-
-
-
-
-
- i

< 2> DoCoMo



1

,

QR

/

,

< 1> DoCoMo QR

QR	i-mode QR /	i-mode “ ” QR	i-mode QR
Scene	1. (QR) Combien 2. i-mode QR 3.	1. Club Cmode 2. mode i- Ticket C 3.	LaQua 가
	QR -	Cmode 가	-

[: DoCoMo, Infides]

2006 1 DoCoMo , 3,000 가 가
 QR , QR 70%
 651
 'QR , ,
 , 25.3%

2. KDDI

KDDI au JAN QR

< 2> au

JAN	13 ()
	8 ()
	QR (2)

[: KDDI]

Au QR , , 가 가 ,

EZWeb QR

- QR
- Phone to
- Mail to
- URL to
-
- EZ
-

< 3> au QR :



[: KDDI]

< 4> au QR : EZ



EZ :

, EZ

[: KDDI]

III. QR

1. ANA

Felica (ANA) 2004 12 PC “ e ” QR

< 5> ANA QR



[: BroadbandWatch, 2004. 9]

QR ANA

- 1) : , / , e
- 2) e- : - - -
- 3) QR : -2 - URL -

2. QR

2005 2 , IP Comsys Mary 社

IP SI (-Backoffice) FOMA

, URL ,

URL

< 6> QR



가 , QR

. QR

[: QRcode.com]



3. QR

(, ,) 社 2004 9 Gift Show Stamp
) 2D ,

QR

,

< 3> QR

QR	JR12	- : 7mm×7mm - 가 : 1250 - : 2 ()	
QR	JR15	- : 9mm×9mm - 가 : 2400 - : , ,	

[: QRcodeblog.com]

4. Amazon Japan

Amazon.co.jp 2004 , Amazon
 Anywhere Amazon Mobile
 Amazon 'Amazon'
 DoCoMo , KDDI EZweb, Vodafone
 Live!

< 7> Amazon Japn



-> Amazon
[: ascii24.com]

5.

IT 2006 6 , QR 30
가 ,

PC , QR ,
3G
가

6. QR

2005 5 , DoCoMo QR
DoCoMo ,
, QR 가 ,
QR

NTT DoCoMo