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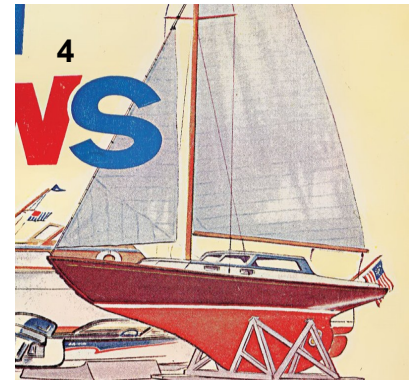
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From The Desk Of:

CGAuxA, Inc. BEACON

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The celebrations of summer are exploding now that the warm weather has returned, and the sun is brightly shining. The June activities are just the prelude to the upcoming Fourth of July festivities.

It is time to be outside enjoying various boating activities in addition to the increased operational activities. We will be spending more time working with youth at Kids Fishing camps and providing more safety booths with activities to reach and teach the youngsters about wearing life jackets.

We will enjoy more time on the boat ramps giving free vessel safety checks for recreational boaters. We will be asked to be involved in more regattas especially when the Fourth of July fireworks begin to ignite.

There will be more Fourth Cornerstone picnics combining fun and fellowship, which is essential to motivating Auxiliarists to remain actively engaged in Flotilla activities.

Essentially, we will be outside enjoying the benefits that warm weather has to offer. However, we must remain focused on safety – not only for all recreational boaters - but also for ourselves. We must remember that no matter what our mission may be, we must be aware of the dangers of the heat and sun. We must remember to stay hydrated by drinking prescribed amounts of water hourly.

We all must be aware of our tolerance for heat and that it is important to take shaded breaks from the sun to cool our core temperature down in addition to drinking water.

Have a safe, happy, healthy boating season and a happy Fourth of July.

James E. Vass, Jr., Chairman of the Board/Chief Executive Officer

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ASSOCIATION NEWS

by Martin L. Phillips, Executive Director

We are proud to announce that through your support in the recent Chase Community Giving grant program, we were awarded a \$25,000.00 grant to support Auxiliary programs. The grant funds are being used to purchase new training aids kits for use with U.S. Coast Guard Auxiliary public education courses. Approximately 300 flotillas will be selected by the Auxiliary based on the flotillas' involvement in teaching Auxiliary courses. This is part of the effort to support the National Commodore's emphasis on the Auxiliary's public education program. We will share more information with you as the grant funds are received and we begin the distribution process to the selected flotillas.

The Association's Fiscal Committee will be meeting on July 9, 2011 in the Washington, DC area. They will be reviewing the current year budget against actual expenditures and the projections from the remainder of the current fiscal year which ends on October 31, 2011. The committee will review the proposed 2012 fiscal year budget to support Auxiliary programs, operate the Auxiliary Center and manage the Association. The committee will then submit their recommended proposed 2012 Budget to the Board of Directors for review and final approval. The FY 2012 budget becomes effective on November 1, 2011.

The Nominating Committee to consider Director Terms of Office that begin on November 1, 2011, will meet in July also. After reviewing all candidates they will make their recommendations to the Board of Directors who will conduct the election.

The Board of Directors will have two meetings upcoming. The first, in July, will consider the proposed FY 2012 budget submitted by the Fiscal Committee then vote to approve the final budget. The Board of Directors will again meet no later than mid-September to conduct the election for Board of Director terms that commence on November 1, 2011.

The annual meeting of the Board of Directors will take place on November 1, 2011 and will include newly elected Directors.





The Way Boating Was, 50 Years Ago

By Bob Adriance

If you're curious about how boating may have changed in the last 50 years, there is no better place to start than the January 1961 Boat Show issue of *Yachting* magazine. The issue has over 500 pages, with articles by such revered boating icons as Eric Hiscock and Bill Robinson. Today, the broad range of topics, both power and sail together, would have to be covered in a dozen or more different boating magazines: sailing in Tahiti; equipping an outboard cruiser; the Bermuda Race; a visit to Lake Meade aboard a 22-foot trailerable runabout; how to be a better navigator; racing catamarans; offshore fishing; hydroplane racing; and step-by-step instructions on how to rig and tune a racing sailboat.

The fading, mostly black and white pages are a time capsule of the way life was on the water a half-century ago. Some of the differences in boating are immediately obvious, like the boats themselves. Most were still being made of wood, but the benefits of fiberglass had become widely recognized and boats made of fiberglass were no longer a novelty. There were also advertisements

for a surprising number of steel and aluminum boats. Not so surprisingly, perhaps, is that most of the boats were drop-dead gorgeous, but there were also a few with futuristic styling that, mercifully, never caught on.

The term "yachting" 50 years ago was much more inclusive, extending all the way from wealthy Wall Street types on stately megayachts to families scooting along in their 14-foot aluminum runabouts. Other distinctions of note include puffy hairstyles for women as well as fancy yachting caps and well-ironed khakis for men. National chandleries like West Marine were still years away and no one yet imagined that there

might someday be discounts on marine equipment. There are ads for an automatic direction finder that cost \$895, a six-channel VHF marine radio that cost almost \$600, and a freshwater pump that cost \$175. According to the U.S. Department of Commerce, the average family income in 1961 was \$5,700 – \$475 a month.

For those who measure change with statistics, the

(Continued on page 5)



The Way Boating Was, 50 Years Ago

(Continued from page 4)

magazine's "Washington Report" said there were 2,356,374 boats registered by state and federal authorities, although it noted numbering and titling had only been mandated by the federal government two years earlier and were still unreliable. Unofficial estimates of pleasure craft of all types, according to the same report, were as high as 8 million. That's less than half the number of boats on the water today.

Whether you pine for the good old days or not, there is one unfortunate statistic in the 50-year-old magazine that separates the two eras more than wood boats, puffy hairdos, or fancy yachting caps: In 1960, the year before the magazine was published, the fatality rate was 33.4 per 100,000 boaters. Since then, according to the Coast Guard, the fatality rate has been steadily decreasing by an average of

4.6 percent annually. In 2009, the most recent reporting year, the rate was 5.6 per 100,000 – a decline of almost 84 percent. That sort of improvement doesn't happen by accident; it's a credit to organizations like the Coast Guard Auxiliary, BoatU.S., the Power Squadron the American Boat & Yacht Council. And while there is still room for improvement, it's nice to know that as far as safety is concerned, boating is headed in the right direction. ⚓

Bob Adriance is Editor of Seaworthy, the BoatU.S. Marine Insurance damage-avoidance publication, which is free to all BoatU.S. insureds.

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A CLUMSY NEW AUXILIARIST: WORKING AND TRAINING WITH OSCAR

BY JASON G. CAUDILL, PHD; BC-IUME, VFC, FSO-PA, 8ER FLOTILLA 12-3



In order to better prepare boat crews for man overboard (MOB) and person in the water (PIW) activities the Coast Guard is now equipping Auxiliary divisions with Oscars. Oscar is a rescue dummy designed to take on water and reach a full weight of approximately 180 pounds to simulate the experience of bringing an unconscious victim on board. On May 14, 2011 several members of Eighth Eastern District Division 12 made their first patrol with a newly-issued Oscar on board. (Image 1)



John and Laura Luethke, Wayne Schnell, Katie Petersen (082-12-02), and Jason Caudill (082-12-03) conducted a training patrol on Watts Bar lake on board the Luethkes' 34' Wellcraft facility. As part of the patrol Oscar was put in the water and the crew made several recoveries using a variety of methods. Some of the lessons learned are shared here in hopes that they will help training activities for other crews.

Prior to putting Oscar in the water crews should realize that while Oscar does not swim, he is very good at riding the current. On this patrol day the wind was coming up and down and there was a somewhat strong current. Putting safety first the crew tied Oscar off to a cleat before putting him overboard. (Image 2) This proved to be a good decision as the combination of wind and current quickly drew Oscar away from the boat to the full length of his safety line. For more advanced training allowing Oscar to be loose in the current could be a valuable tool, but for introductory training it can be beneficial to keep Oscar more under control. For this initial evolution the focus of the crew was on learning how to safely bring Oscar on board rather than the full evolution of a MOB procedure. Regardless of the intent of the training crews should be aware of Oscar's ability to quickly move away from the boat and potentially create a navigation hazard for other boaters.

On the Luethkes' facility the only reasonable place to bring Oscar on board is from the swim platform. The decks are too high off the water to safely reach and lift Oscar out of the water. This is an issue that will be different for different kinds of boats, but crews should discuss exactly where and how they will reach Oscar before placing him in the water. Also critical to this evolution is the safety of the crew during the exercise. Filled with water Oscar is heavy and awkward to lift. Combined with working from the swim platform this makes the job of the person bringing Oscar on board more dangerous. For this evolution the crew chose to use a safety line to prevent the rescuer from falling overboard while trying to bring Oscar on board. (Image 3)

When actually recovering Oscar there are different ways to bring him on board. One or two crewmembers can be used. Because of Oscar's weight he is easier to handle with two people, but depending on the number of crew on board and other factors it may not be possible to put two people to work on the task. Whether one or two people are recovering Oscar he can be lifted either by his arms or with the use of a rescue strap. By properly crossing Oscar's arms he will rotate when lifted out of the water and come to rest sitting on the deck. (Image 4)

The other option for rescuing Oscar is to utilize a rescue strap. This requires placing a strap under Oscar's arms while he is still in the water and then using the strap to assist the rescuer in bring Oscar on board. Again, this method can be done using either one or two crewmembers. This makes lifting Oscar out of the water easier, but getting the strap

onto Oscar while he is in the water is more difficult than just grabbing his hands. (Image 5)


Crews throughout the Auxiliary will be learning more about Oscar this season and in doing so will be better prepared for real rescues, particularly of unconscious victims. Division 12 is just beginning to work with Oscar as a training aid but the experience has already been educational and is putting a renewed focus on planning and crew coordination. 



Image 1: Oscar rides on stern watch with Katie Petersen



Image 2: Wind and current quickly pull Oscar away from the boat; for training purposes he is connected by a safety line.



Image 3: Wayne Schnell tends the safety line as John Luethke recovers Oscar.

Image 4: Wayne Schnell and Jason Caudill bring Oscar on board using the crossed-arm technique.

Image 5: John Luethke completes a recovery of Oscar using the rescue strap

Operation Joint Response: Lake Lanier, Georgia

With 39,000 acres of water and 692 miles of shoreline, Lake Lanier thirty miles northeast of metro Atlanta, is a magnet for over 8-million visitors per year. The lake has been named one of the most-visited US Army Corps of Engineer lakes in the country and on a weekend during the summer months, that seems accurate.

Auxiliarists in Flotilla 29 patrol the lake as do boats from the Georgia Department of Natural Resources, the US Army Corps of Engineers and those from two local counties. There is a commercial tow service as well. However, until May of this year those agencies had never worked together in a training exercise. Planning for the event was valuable as it brought together both governmental and private entities including:

- CG Auxiliary, Division 2
- Georgia Department of Natural Resources
- US Army Corps of Engineers
- Hall County, GA Fire Department
- Hall County, GA Dive Team and EMS
- Hall County, GA 911 Operations
- TowBoat/US
- Dive 911
- USCG Sector Charleston

All agencies which were involved are now more aware of the others capabilities and of the tremendous benefits that come with cooperation. By working together on the water that day, the state and local agencies as well as active Coast Guard and Auxiliary now can be more confident of the assets each brings to any effort.

Planning for the joint exercise began with a discussion between Steve Riggan, then serving as operations officer for the flotilla, and the GA DNR. Under his guidance, formal planning and monthly meetings for the exercise commenced in February, 2010. In February, 2011 USCG Sector Charleston as order-issuing authority, began to participate in the planning meetings. Tabletop exercises were held to identify changes needed and make improvements in the exercise. All documentation conformed to the Homeland Security Exercise Evaluation Program (HSEEP) guidelines. The primary objective of the exercise was formation of a Unified Command structure under NIMS and ICS principles and as an additional benefit, afforded members of an inland flotilla real working experience with ICS lessons.

Eighteen months of planning came together on May 18 when the scenario for the exercise played out. A collision between a houseboat and another boat a couple of hundred yards from shore resulted in an explosion on the houseboat and both were

sinking; certainly an unlikely combination but still something that could happen. It set the scene for mass casualties. [Portions of the account are taken from an article in The Gainesville Times] "The first distress call came in at 0915 from a passenger on the houseboat reporting 'my houseboat's sinking and there's a fire.' He continued, 'a couple of people are burned and there are people in the water.'" Emergency responders participating were not told the specific details of the drill, only the general situation and location. Exact condition of the "victims" was unknown until they arrived on scene. The "victims" were dummies assembled from various floating objects, each with a tag giving a name and the nature and seriousness of the condition. "One mannequin was rigged to sink in 20 to 30 feet of water" which is the depth in that area. It was intended to represent a drowning victim. A member of the county dive team went down for that victim in a recovery, rather than a rescue effort. The other nineteen dummies were floating near the simulated incident.

As a note, there was no way to fight the fire on the houseboat as no agency has a fireboat on the lake. The only way to combat a fire is to move an involved boat close enough to shore to put out the flames with a fire truck. (One benefit of the joint exercise was an offer from Sector Charleston to assist with a grant application for a fireboat.) The drowning "victim" was quickly located using side-scan sonar on one of the two response vessels from the Georgia DNR. Use of this equipment was a graphic illustration of the capabilities of the sonar to locate objects in the often murky waters of the lake.

The exercise brought together two boats from the Georgia DNR, twelve personnel from one county on boats and the fire engine, one boat from the US Army Corps of Engineers, and a representative from the commercial towing service. Add to these thirty Auxiliarists from four area flotillas on nine Auxiliary vessels maintaining a safety zone and two acting as "good Samaritans," picking up two of the "victims." Radio watchstanding was provided by other members and a false alarm intended to add confusion gave an additional role. Personnel from Sector Charleston were present on Auxiliary facilities.

They participated in the final planning and, after observing the execution of the exercise, were very complimentary of all the agencies and their interaction. As noted, this interaction and greater understanding of interagency communication were the greatest benefits from the exercise

Steve Riggan, who had provided guidance throughout stated the conclusion of all that expectations for participation, execution and coordination were surpassed. All representatives contacted afterward were very pleased with the


(Continued on page 12)



Mac MacLennan, Exercise Controller and Emergency Planning Manager for Sector Charleston at the briefing prior to the joint exercise.



Students of the Aux-12 (Public Affairs) C-School in Portsmouth, Virginia take a break from class. The course covered everything from writing press releases to photography to working jointly with the Coast Guard in the event of a major catastrophe.

Photo courtesy of Caryl P. Weiss, SO-PA, 5SR-23; FSO-PA, 12-01 



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[An Invitation to the National Conference 2011.](#)

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[Schedule of Events](#)

[Sunday, August 21--Sunday, August 28, 2011](#)

[View the Conference Daily Schedule of Events \[.pdf\]](#)

Conference Registration

[Mail-in Registration Form](#) for those not wishing to register online.

[On-line Registration.](#)

Contact Ann Beecher, Conference Registrar, at Beech@centurytel.net for any questions regarding either mail-in or online registration.

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Hotel Reservations and Information

[Westin Charlotte - direct link to National Conference hotel registration.](#)

See the "[Hotels](#)" page for more information about the Conference headquarters, the Westin Hotel Charlotte, and other amenities.

Travel Resources

The Conference organizers always look for the best deals and resources. Check the [Travel Resources page](#) for this year's Conference possibilities.

The city of Charlotte established a flat \$25.00 taxi fare rate between the Airport and the City Center area where The Westin Charlotte Hotel is located at 601 South College Street. The rate applies for 1 to 4 passengers.

See You in Charlotte, NC

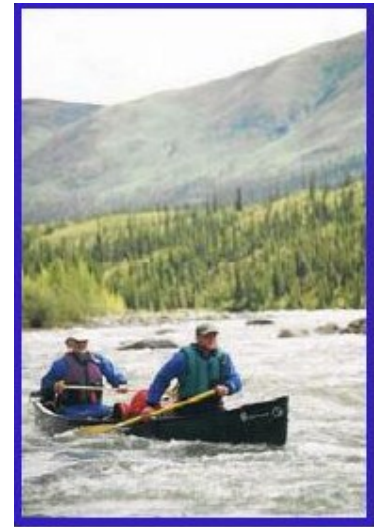
Paddlesports

PROMOTING PADDLESPTS SAFETY

Auxiliary units all across the country are reaching out to the paddlesports community through the new Paddlesports America Course and the updated Paddlecraft Vessel Safety Check Program. This effort is building the necessary public trust and confidence that is needed to sustain this new recreational boating safety initiative. During the past few months, there has been an exceptionally high demand for the new paddlecraft owner identification labels. Unfortunately, this unprecedented demand has ended up depleting stocks of these labels at the Auxiliary National Supply Center (ANSC). To make matters worse no funds are available to replenish these stocks. As an alternative, the printing of labels may be funded by local Coast Guard Districts as has already occurred in several areas around the country. District Commodores are encouraged to confer with their respective Auxiliary Directors to determine if such arrangements are possible in their areas.

To sustain the momentum of this new program a diverse supply of paddlesports safety brochures and promotional materials is also needed. Once again, the increased demand has depleted the inventory of paddlesports safety materials at the ANSC. Until the ANSC receives the funds needed to restock their depleted inventory, Auxiliary members can obtain paddlesports brochures through the free resources site maintained by the National Safe Boating Campaign. Limited quantities of several paddlesports safety brochures can be ordered from their automated resource warehouse site at:

<http://www.boatingorders.com/freeproducts.html>



OPERATION PADDLE SMART

The Coast Guard and Coast Guard Auxiliary have teamed up to launch 'Operation Paddle Smart,' a campaign that provides free water-proof stickers for labeling owner identification and contact information to small, paddle craft vessels aimed to benefit the entire U.S. maritime community.

With the increase of kayakers and paddlecraft enthusiasts getting out on the water, the number of vessels found adrift without their pilots has also increased. Unlike larger recreational or commercial vessels which share in the fortunate benefit of hull registration numbers and a vessel name that allow for the owner to be identified, kayaks and other forms of paddlecraft, characteristically do not have identifying features that allow for the owner to be contacted. As a result the Coast Guard spends hundreds of thousands of dollars each year engaged in search and rescue operations for cases where there was nobody in danger to begin with.

To read the full article on Operation Paddle Smart by 13th Coast Guard District Public Affairs Petty Officer Nathan W. Bradshaw, please see:

<http://d13publicaffairs.com/go/doc/21/518007/Feature-Release-Operation-Paddle-Smart>



Articles submitted by: Bruce Johnson, DIR-B, 5th District, Flotilla 22-2




Snap this QR code with your Smartphone or visit:
[Boating Safety Education](#) for additional information.



Operation Joint Response: Lake Lanier, Georgia

(Continued from page 7)

exercise and the outcome. The "lessons learned" were invaluable in the event such disaster should occur. As for repeating the joint exercise, Steve commented, "Something of this magnitude can't be done every year. But, I think it needs to be repeated with different scenarios." 

This article is a synopsis of an article that originally appeared in the *Gainesville Times*.

Quotes from the *Gainesville Times* were used with permission.

For additional details, and to read the full article, visit *Gainesville Times* at:

<http://www.gainesvilletimes.com/archives/50599/>



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- 2) Submit articles in Microsoft Word format including any photo caption information.
- 3) Submit photos in "jpg" format.
- 4) Be sure to include author's contact information.

Editor's note: We reserve the right to edit for clarity and brevity.

Sequel: Real Life Fire on the Water

On May 30, 2011 twelve days following the successful joint exercise in Lake Lanier, Georgia a real fire event occurred. A boat was reported as being on fire on the Chestatee River, one of the two rivers that feed into Lake Lanier.

Responding agencies first made sure all passengers were safely off the burning vessel. They were unable to do anything but stand by as the boat drifted to shore. When the boat neared the shore, the flames set the woods on fire. There was no fire fighting equipment available so, luckily, the fire only involved trees on a nearby small island. Vessels assisting during the incident were the Hall Company rescue boat and the Coast Guard Auxiliary Boat, *Big Red*.

Coincidentally, these photos were provided by Rick Marton, the Auxiliarist who owns the work barge used as the "involved house-boat" during the joint exercise in the story on page 7. 



FLOTILLA 33 SUPPORTS NORTHUMBERLAND SCHOOLS

Submitted by Brian McArdle, DVC-IA-C, International Affairs Division Chief Caribbean



Auxiliarist Fortune Odend'hal talking with children from Northumberland Elementary School



Where do I sign up? (Snap the QR code at lower left with your Smartphone to find out or visit [Join USCGA.](#))

Why was there a Coast Guard boat at Northumberland Elementary School the other day? Police, Fire Truck or an EMS vehicle you might expect, but the Coast Guard and the Auxiliary?

A team from United States Coast Guard Station Milford Haven brought a boat to the school for their end of year Activity Day recently while members of Coast Guard Auxiliary Flotilla 33 distributed safe boating material to children at the school.

“I understand that there are approximately 750 students at the school,” commented Boatswain Mate 2nd class Perez. “I believe we had every single child on the boat during the day. It was a great opportunity for us to show the children a rescue boat up close and talk about the importance of wearing life jackets while on a boat.”

Meanwhile, Auxiliary members; Tony Blackstone, Brian McArdle, Owen McGuill and Fortune Odend'hal discussed the importance of Life Jackets and distributed activity books to the children.

“Men and Women of the Coast Guard spend a lot of time on the water, conducting safety checks, assisting stranded boaters and protecting lives and property,” Stated Senior Chief Matthew Welsh, Officer in Charge of Station Milford Haven. “However, it is also very important for us to be involved in the community and make people aware of the safety precautions they should take before getting underway. If we can get one child to wear to life jacket that normally would not do so, then our time and effort was worth it.”

Also, representing the Coast Guard was Fireman Second Class Alejandro Shannon, who spent the day at the school even though it was his day off and United States Coast Guard Academy Cadet Christopher Saylor who was spending six weeks at Station Milford Haven after completing his first year at the United States Coast Guard Academy.

“Flotilla 33 does a lot of Safe Boating booths throughout the year,” commented Owen McGuill, Flotilla 33 member. “Between the students, teachers, parents and volunteers, this was the busiest we ever had. You never know when that safety discussion is remembered and ends up saving a life.”



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The weather couldn't have cooperated better for the National Safe Boating Week kickoff at the City Dock in Annapolis, Maryland on May 21, 2011. Under magnificent skies and a gentle breeze, the US Coast Guard Auxiliary docked the Coast Guard Cutter Shearwater as the centerpiece of this annual event.

The event is designed to help educate the public on safe boating, from information booths to use of the "drunk goggles" to knot-tying and vessel safety checks. An "Inflate-A-Thon" was held to try to top last year's national record for life jacket inflation. Each boating safety event across the country sends in the number to total the amount nationally.

Coast Guard Station Annapolis brought their new unsinkable 45-foot jet boat to the docks, and both it and the Shearwater were open to the public for tours.

One of the most thrilling exhibitions was presented by the Coast Guard Silent Drill Team, who marched to the beat of an unheard drummer, bayonet-tipped rifles spinning and flying through the air.

Although officially dubbed "National Safe Boating Week", the US Coast Guard and Auxiliary encourage all boaters to make EVERY outing on the water safe, and remind you to:

- * WEAR your life jacket
- * Take a safe boating course
- * Get a free vessel safety check

For further information, go to www.AnnapolisCGAux.org

Photos left to right:

- * Coast Guard Auxiliarist Walt Discenza puts a 2011 Vessel Safety Check sticker on "Coastie", the Coast Guard Auxiliary's robotic boat.
- * The US Coast Guard's Silent Drill Team demonstrates amazing precision as they exchange their rifles through the air.
- * Members of the US Coast Guard, US Coast Guard Auxiliary, Maryland Department of Natural Resources Police Boating Safety program, and the US Power Squadrons deploy their inflatable life jackets simultaneously with participants from all over the country during the Inflate-A-Thon.





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Reader's Suggestion

This idea is for those, who hate reading text on line or on a computer. I have an Auratech eBook Reader which loves pdf documents and also takes flash cards. I download the eBeacon to a special flash card reserved for the magazine and read the eBeacon with the Auratech. I detach the flash card when I finish reading. Soon I will have a year's collection of the magazine on the card. ⚓

William W. Garry
FSO-PA , Flotilla 51
Virginia Beach, VA



STUART, Fla. – May 25, 2011 – St. Lucie River Power Squadron and Flotilla 59, USCG Auxiliary, joined forces in support of the National Safe Boating Council's "Wear Your Life Jacket" campaign during this year's National Safe Boating Week. This important message, sponsored by local attorney Lauri Goldstein, was displayed on an illuminated billboard at a high-traffic intersection in Stuart, Florida. (Photo by Bill Husted) ⚓



From the Desk of the Production Manager:

You may have been noticing funny looking little bar code squares appearing in newspapers, magazines and various other places suggesting that you scan them for additional information.

I have even seen them in the subways of New York City plastered on posters scattered throughout the subway system. I haven't actually witnessed too many folks scanning and clicking away for instant, ease-free access to the information that can be obtained from those little bar code squares though. Truth be told, I have not seen anyone clicking away while scurrying through the subway maze of New York City. If, however, there was ever a place where instant access to information would be welcomed with open arms it would be in the frenetically paced environment of Manhattan where there is always a flurry of activity and folks are on the move with no time to waste. Who knows, maybe they are doing it so fast while barreling past me that I don't even notice!

Those little squares are called "QR" codes and provide amazingly quick response time for anyone with a device that can read and process the information.

You have probably noticed QR codes in this month's edition of the eBeacon. They can be found on pages 11 and 14.

If you have access to a Smartphone or device that can read QR codes and have not tried it out already, I suggest that you give it a try. It truly is amazingly quick!

Provided below is some background and technical information if you are interested in learning about the process behind the technology.

The below information was provided courtesy of:

John P. Whelan
Vice President External Affairs
Coast Guard Auxiliary Association, Inc.

HyperScan® QR Matrix Bar Coded Products

What does that mean? Today, you can download a myriad of free 'scanner' apps to your camera-enabled cell phone or camera enabled tablet/laptop computer. With this app, your phone will read the HyperScan QR code and take you or your customers to your videos, websites, photos, training, latest news, and more.



From Wikipedia

A **QR Code** is a specific [matrix barcode](#) (or two-dimensional code), [readable](#) by dedicated QR [barcode readers](#) and [camera phones](#). The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, [URL](#) or other data.

Common in [Japan](#), where it was created by [Toyota](#) subsidiary [Denso-Wave](#) in 1994, the QR code is one of the most popular types of two-dimensional barcodes. *QR* is the abbreviation for *Quick Response*, as the creator intended the code to allow its contents to be decoded at high speed.

Although initially used for tracking parts in vehicle manufacturing, QR codes are now used in a much broader context, including both commercial tracking applications and convenience-oriented applications aimed at [mobile phone](#) users (known as [mobile tagging](#)). QR codes can be used to display text to the user, to add a [vCard](#) contact to the user's device, to open a

(Continued on page 20)

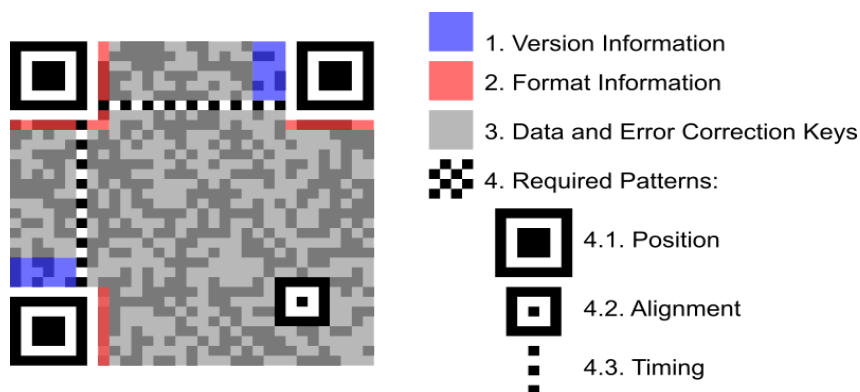
(Continued from page 19)

[URI](#) or to [compose an email](#) or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code generating sites. Frank C. Hudetz, a US Marketing Services Professional, claims to have invented the idea of mapping bar codes to a URL.^{[2][3]}

QR codes storing addresses and [URLs](#) may appear in magazines, on signs, buses, business cards, or on just about any object about which users might need information. Users with a [camera phone](#) equipped with the correct reader [application](#) can scan the image of the QR Code to display text, contact information, connect to a [wireless network](#), or open a web page in the phone's browser. This act of linking from physical world objects is known as a [hardlink](#) or [physical world hyperlinks](#).

Google's mobile [Android operating system](#) supports the use of QR codes by natively including the barcode scanner (ZXing) on some models, and the browser supports [URI](#) redirection, which allows QR Codes to send [metadata](#) to existing applications on the device. Nokia's [Symbian](#) operating system is also provided with a barcode scanner, which is able to read QR codes,^[4] while mbarcode ^[5] is a QR code reader for the [Maemo](#) operating system. In the Apple iOS, a QR code reader is not natively included, but some free Apps are available with reader and metadata browser URI redirection capability.

If you have a smart phone with a scanner app like Red Laser for iPhone or Droid (it is Free), you can see how this technology might work for you.



The use of QR codes is free of any license. The QR code is clearly defined and published as an ISO standard. Denso Wave owns the [patent](#) rights on QR codes, but has chosen not to exercise them.^[6]

The term *QR code* itself is a [registered trademark](#) of Denso Wave Incorporated.^[10]

Use in marketing

Recently, QR codes have become more prevalent in marketing circles and have been integrated into both traditional and interactive campaigns. Media where QR codes have been deployed include: billboard ads, in-store displays, event ticketing and tracking, trade-show management, business cards, print ads, contests, direct mail campaigns, websites, email marketing, and couponing just to name a few. QR codes are of particular interest to marketers, giving them the "ability to measure response rates with a high degree of precision"^[21] allowing for easier ROI (return on investment) calculation, thus helping justify spending on marketing budgets. QR codes have also been used at trade shows and in conferences.

QR codes can be seen on an art festival map for Canton Ohio's "First Friday". The QR code was designed by Think Roth, a multi-media marketing company from Ohio. The QR code on the festival's map takes you to a "phone friendly" map with coupons for free coffee and art discounts around town.

In street art, La Pluma Eléctri*k (street art collective based in Madrid) and Space Invader (from France) are two examples of artists who use it in the street for art purposes.

In July 2009, QR codes were created for character design and promotional materials in the [Shane Acker](#) film [9](#). The use of QR codes was part of the characters in the movie and culminated into a promotional campaign with unique QR code cards, posters and street advertisements on billboards or public transportation for major popular art events. These advertisements were largely focused upon the attendees of the 2009 [San Diego Comic Con](#) and 2009 [Oscars](#). QR codes were integrated into

(Continued on page 21)

(Continued from page 20)

the artwork and symbolized individual characters in the movie. Instructional pamphlets and videos were released to explain how the codes could be retrieved and deciphered. QR-coded artwork could be read with QR-capable cellphones for prizes and access to exclusive online content. This was one of the first major integrations of QR codes with [Hollywood](#) studios and urban environments.^[22]

Use in interpretation

QR codes have been used to interpret natural and historical points of interest on nature trails and walking tours, adding to or replacing expensive signs.^{[23][24]}

Use in entertainment

QR codes are becoming increasingly more innovative and more and more ideas for their use are becoming a reality. A games development company called [Media Molecule](#) created a game with the name of [LittleBigPlanet 2](#) for the [PlayStation 3](#) with QR code compatibility. The Games web portal, [LBP.me](#) [LBP.me](#) has created a QR code for every user generated level in the game and all you have to do is print that QR code out and hold it in front of the PlayStation 3's dedicated camera, the [PlayStation Eye](#), while the game is running and the game will automatically take you that level on the community page. (Read the article on LittleBigPlanet 2 for better understanding.)





Standalone applications

While the adoption of QR codes in some markets has been slow to take off (particularly in markets like the United States where competing standards like [Data Matrix](#) exist), the technology is gaining some traction in the smartphone market. Many Android, Nokia, and Blackberry phones come with QR code readers pre-installed. QR reader software is available for most mobile platforms.





QR Code website for Denso Wave <http://www.denso-wave.com/qrcode/index-e.html> 

*John P. Whelan
Vice President External Affairs
Coast Guard Auxiliary Association, Inc.*

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