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Article · November 2015

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# COMMUNICATION THROUGH NEW TECHNOLOGIES : BARCODE 2D FOR CULTURAL SHARING

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## ***Abstract***

*More and more innovations are introduced everyday, and consequently a lot of tools for communication tasks. However, some potentialities of these technologies are not explored. An example is represented by 2D BARCODE technology, that allows to hide a link, a text, a contact vcard inside.*

*In this work after a presentation of 2D BARCODE technology in its different declinations (eg. Aztec, QR CODE), we show an innovative form of communication made by the use of 2D BARCODE. In this work we introduce an interesting case study about how 2D Barcode can be an useful tool as form of art and tool for sharing culture as poetry.*

***Keywords:*** *Communication, IT Tools, Barcode 2D, Poetry*