

1,300 Taiwanese form giant human QR barcode

December 2 2012



A bird's eye view of people using umbrellas to form a rare human "QR code" in Taipei. More than 1,000 Taiwan people formed a human "QR code" in an event designed to promote the island's image to the world cashing in on the fast rise of smartphones which can read the barcodes.

More than 1,000 Taiwan people formed a human QR code Sunday in an event designed to promote the island to the world by cashing in on the rising use of smartphones which can read the barcodes.

QR codes are commonly used to direct users to websites, videos or social media sites.

Forming the [QR code](#), highlighted by a blue word "Hi" in the middle, involved a total of 1,369 people carrying umbrellas on the square of the Taipei City Hall, organisers said.

"While there may be many other different ways to promote the image of [Taiwan](#), we chose this special way to do so," a spokeswoman for the non-profit Sayling Wen Cultural & Educational Foundation, told AFP.

"As long as [smartphone](#) users take a photo of the trademark code, they can easily link to our website where various colourful events of Taiwan are shown and will be continuously updated."

Staff members from dozens of Taiwan companies such as air carrier EVA Air and bicycle maker Giant took part in the event.

Taiwan has been politically isolated since its split with the Chinese mainland in 1949 at the end of a civil war.

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