

## Media Enquiries

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### KEY POINTS

- QR Codes now being used for safety in Mercedes-Benz vehicles  
See: <http://link.amtac.net/u6ivd>
- QR2id.com is an Australian developed service using QR Codes for loss prevention, identification and personal safety applications
- QR2id Codes were initially developed for validation of ID Cards (where they are still used).
- You don't have to have QR Reader/ Smart Phone to use QR2id - The QR2id Serial Number that appears with every QR2id Code can simply be decoded at QR2id.com.
- QR2id owners protect their privacy by not having to display contact information, but may be contacted by email/SMS\* by using the form that appears when the QR2id Code is scanned or the Serial Number entered.
- If \*ICE\* (In-Case-of-Emergency) Profile information has been entered by the owner, this is accessible to only authorised emergency services personnel.
- Sensitive QR2id Code information is stored in a highly encrypted format to protect users and their emergency contacts.
- There is no limit to the number of \*ICE\* Profiles that can be attached to a QR2id Code (e.g. shared keys).
- Photos can be added to \*ICE\* Profiles.
- There is no limit to the number of QR2id Codes that can be linked to the one QR2id Account.
- <https://QR2id.com/sample>



QR2id is an initiative of:  
Amtac Professional Services Pty. Ltd.  
PO Box 222, Browns Plains, Q. 4118.  
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## A little square that can save lives

**Brisbane, Australia - Time is a precious commodity in emergency situations and QR Codes are now helping to save lives.**

A QR2id Key Ring, QR2id Phone Lock Screen or QR2id Sticker on a bike helmet, which can be read by free applications available for most Smart Phones and Tablets, can provide authorised emergency services personnel with access to emergency contact details and potentially life saving information.

Where emergency services personnel locate a QR2id Code at a crash scene or other situation and need to access information relating to the owner, the attending officer can scan the Code or simply radio the QR2id Serial Number to the service's communications centre. The radio operator can then quickly initiate access to the details through the QR2id.com website and by simply entering the Serial Number.

QR Codes (QR stands for "Quick Response") - those checked square symbols you see in magazine advertising and on products - typically redirect the person scanning it to a web site. Car manufacturer Daimler recently announced that it would be placing QR Codes in strategic locations on Mercedes-Benz vehicles to provide access to information to "show firefighters, police and paramedics the design details they need to know in order to use the rescue shears effectively". A QR2id Key Ring can provide these same responders with emergency contact details for the occupants, and any other applicable emergency information, such as medical conditions, medications and allergies.

According to Rick Draper, Managing Director of Amtac Professional Services Pty. Ltd., the developer of QR2id.com ("Quick Response to Identification"), we will see QR Codes (or more correctly QR2id Codes) become part of everyday life, enhancing safety and security across Australia and around the world.

Mr. Draper said "QR2id is a tool for both loss prevention and personal safety. The QR2id Code owner sets what, if any, information is displayed and how they want to be contacted". "They can also add what we call \*ICE\* Profiles that are only accessible to authorised emergency services personnel. Typically this would include their name, emergency contacts and next of kin details, important medical information, doctor's name, and really anything they wish", he added.

QR2id was initially developed as a way of validating ID cards in the field, an application for which it is still used. For example, one Australian university is using QR2id to counter the possibility of forged student cards being used by paid exam takers. i.e. the photo of another person is put onto a forged student card so that they can pass for the student when sitting for an examination. When the QR2id Code on the card is scanned, the photo of the student as it was originally printed on the Student Card is presented to the examiner, along with other relevant information.

QR2id tags, discs, stickers and labels may be attached to pets, keys, handbags, bike helmets, clothing, and assets of any kind. The objective is that a person finding an item that has been lost by its owner can contact the owner by scanning the QR2id Code, or if they don't have a Smart Phone, they can just enter the Serial Number at the QR2id.com website and be directed to the contact page.

QR2id Code users nominate what information is displayed when one of their QR2id Codes is scanned/entered via the website, and what information is available to emergency services personnel should the unthinkable occur.

ENDS