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QR Code® Generator
plug-in for Adobe® Photoshop®

Manual

Version: 2.3.1

QR Code® Generator plug-in for Adobe® Photoshop® – Create QR Codes inside your composition.

QR Codes can be generated as:
- URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
- Contact information (vCard 3.0 and MeCard Format)
- Calendar events
- Paypal payment links
- Bitcoin links
- Wifi networks
- Geo location
- SMS, Phone number, eMail
- Plain text

You can create QR Codes in custom sizes and colors without any aliasing effects.
The QR Codes are generated offline, no internet connection is required.

Questions? Contact our customer support:
support@EVEnX.com or visit http://www.evenx.com

Content

I.   Overview

System requirements

- Platform: **Windows® PC** *(Windows Vista® x86/x64, Windows 7® x86/x64,
  Windows 8® x86/x64)*

  and
  Adobe® Photoshop® CS/CS2/CS3/CS4/CS5/CS6/CC/CC2014/CC2015*(32/64-bit)*
    or Adobe® Photoshop® Elements 4/5/6/7/8/9/10/11/12/13 *(32/64-bit)*
  OR
- Platform: **Intel® Macintosh®** (*OS X® 10.7 Lion* and up*)*
  and
  Adobe® Photoshop® CS5/CS6/CC/CC2014/ CC2015 *(64-bit)*
    or Adobe® Photoshop® Elements 12/13 *(64-bit)*

Supported modes

- Color modes: 8/16/32 bit/Channel RGB/CMYK/LAB/Multichannel/Grayscale Mode
- Character encoding: UTF-8

Installation and uninstall

Installation:
IMPORTANT NOTE: The installer mechanism has been changed. Please uninstall any former versions as described in section „Uninstall information".

To install the plug-in click on the delivered file and follow the instructions. Please restart Adobe Photoshop afterwards.
If the plug-in has been downloaded from Adobe Exchange, follow the instructions to install the plug-in.

You can access the plugin via Adobe Photoshop's filter menu *(**Filters->EVEnX.com->QR Code Generator**)*.

Uninstall information:

- **for Windows:**
  Go to in the list of installed programs, select „*QR Code Generator Plugin for Adobe Photoshop*" and click on uninstall. (List is available in "Control Panel --> Programs and Features".)

  If the plug-in has been downloaded from Adobe Exchange, open
  Adobe Extension Manager *or* Creative Cloud Desktop App*(for Adobe Photoshop CC2015)*, select plug-in and choose „remove".

- **for Mac OS:**
  Go to „/Applications/EVEnX.com" and execute the uninstall script.

  If the plug-in has been downloaded from Adobe Exchange, open
  Adobe Extension Manager *or* Creative Cloud Desktop App*(for Adobe Photoshop CC2015)*, select plug-in and choose „remove".

Upgrade policy

Our policy is to let our customers participate in our innovations.
Purchasing a product includes a 1-Year-Upgrade-Support.
Every update will be automatically delivered to our customer base.
We will send you an upgrade link to the eMail address you've provided with your order.

Trial version restrictions

There a no time limits while using the Trial version of this plugin. But within this
version the string *„powered by EVEnX.com"* is added to every generated QR Code. This
enlarges the resulting code. Please buy full version to create QR codes without this string.

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All trademarks are the property of their respective owners.

II. GUI Description

2.1 Main Dialog:

Content type

Settings for
(see description 2.2)
- QR Code
- Color
- Position
- Output

Help
Select „Get Help"
to view manual

Interaction mode
- zooming
- panning
- moving QR Code

Data fields
available values
for selected
content type

New layer
creates
QR Code on
separate layer

EVEnX.com QR Code Generator v2.3.0

QR Code® Generator
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Calendar event   ☑ create new layer   OK   Cancel

Title*:
Total solar eclipse of 2017

☐ All day event

Begin: 2017-08-21 16:52
End: ☑ 2017-08-21 19:47
Timezone:
UTC   ☐ Daylight savings
Location:
United States
Notice:

*) required fields

QR Code | Color | Position | Output

Size   9
Reconstruction rate   L..low
Module border   2

Add variable *(see description 2.3)*
(focus on text field enables button)

insert data from list (format **#VAR#**)
- **x** EXIF tag *(see description 2.3.2)*
- **c** counter with start value
- **p** full path and filename
- **n** filename without extension
- **ne** filename and extension
- **e** extension of file
- **d** directory path of file *(see description 2.3.3)*
- **ps** output of path separator /(MAC) or \(Win)
- **dp** parent directory of file
- **t** change date/time of file *(see descr. 2.3.1)*
- **tc** creation date/time of file
- **ta** access date/time of file
- **tn** now (current date/time)
- **w** document width
- **h** document height
- **win** document width in inch
- **hin** document height in inch
- **wcm** document width in cm
- **hcm** document height in cm
- **dpi** document dpi (pixel per inch)
- **dr** document ratio

Preview zoom controls

add variable   as defaults

Data controls
- loading
- saving
- clear forms
- clear all forms

4

2.2 Dialog Control „Settings"

In this control you can change the properties of your QR Code.

Error correction
(tolerated reading errors)
   L .. 7%
   M..15%
   Q..25%
   H..30%

Module size
in pixel units

Border
(default is 4)
in module units

Color settings
adjust foreground and
background code color

Background blending
merges background with
existing pixels in layer
  0% transparent QR background
100% full overlay

Position
- relative/absolute
(important for scripting)
- offset adjustment sliders

Coding content
shows the data
encoded in the QR
Code

2.3 Dialog „Add Variable..."

This Dialog allows you to insert variables retrieved from the file properties, or add time stamps.

2.3.1 Variable with time format

If you have selected a variable, that contains a time, you can set the time format.

List of variables
select one to insert

Available time and date formats
Dropdown list is enabled, if time variable is selected to insert

M	month {1..12}
MM	month {01..12}
MMM	month {jan..dec}
MMMM	month {january..december}
d	day {1..31}
dd	day {01..31}
ddd	day {mon..sun}
dddd	day {monday..sunday}
yy	year 2 digits
yyyy	year 4 digits
hh	hour 2 digits
mm	minute 2 digits
ss	second 2 digits
t	time marker {A P}
tt	time marker {AM PM}

Insert button
adds selected variable to content field

Finished
close dialog if you're done

2.3.2 Variable with EXIF format

If your file contains a supported EXIF header, a variable called „exif tag" shows up in the list. In the dropdown list you can specify the type of EXIF data you want to insert.

2.3.3 Variable with directory path (#d[start[end[newSeparator]]]#)

To specify the depth of the directory path of your file, use the variable #d# as follows:

Sample full path to image is
`C:\Users\EVE\Documents\Adobe\Photoshop\published\2014\06\session04\img1.jpg`

variable	Expands to
#d# #d 0 0 \#	*(default Windows)* C:\Users\EVE\Documents\Adobe\Photoshop\published\2014\06\session04
#d# #d 0 0 /#	*(default MAC)* C:/Users/EVE/Documents/Adobe/Photoshop/published/2014/06/session04
#d 7#	2014\06\session04
#d -3#	2014\06\session04
#d -3 -1 _#	2014_06
#d 1 3#	C:\Users

To create a full qualified path with variable #d# and image name it is recommended adding the variable #ps# (path separator) between the path and file name.

Example from the path above:

variables	Expands to
#d -4 -3##ps##ne#	published\img1.jpg *(MAC)* published\img1.jpg *(Win)*

III. Best Practice Guides

These lessons give you detailed description how to to use the QR Code Generator Plugin.

(A) Best Practice Guide for creating a QR Code

1. Select a layer and start the plugin *(**Filters->EVEnX->QR Code Generator***).*

2. Choose the **Type** of QR Code you want to generate. These types are available:

   - URL (Link, Facebook like, Twitter follow, googleplus profiles, Youtube channels)
   - Contact information (vCard 3.0 and MeCard Format)
   - Calendar events
   - Paypal payment links
   - Bitcoin wallet and payment links
   - Wifi networks
   - Geo location
   - SMS, Phone number, eMail
   - Plain text

3. Fill in data fields.

4. Select the **Size** of the QR Code.

5. Select the level of **Error correction**. *(This determines the ability to sustain „damage". If you want to overlay a logo etc. use a larger level of correction.)*

6. Set **Foreground***(QR Code) and* **Background color** and adapt the **Background merging** amount.

7. **Move** the QR code to the position you want. *(Use position sliders or interaction mode* 🔳 *)*

8. Select wheter you want the code created on the current layer or on a new layer.

9. Press **OK** and the code is generated.

(B) Design your own QR Code

Follow the instruction described in (A)Best Practice Guide.
Ensure to have selected "high quality" as **Reconstruction rate**.

	Hue and Saturation Changing the colors is a very simple way of altering the boring QR Code look. Select the color or area you want to change and go to menu *Image -> Adjustment -> Hue/Saturation* (**CTRL + U**). Experiment to find a suitable (and still readable) QR Code design.
	Outer Glow Before adding outer glow you have to put the code against a dark background. Then add a layer style to this layer*(by clicking the FX button at the bottom of the layers window or double clicking on the layer)*. In the style options check *Outer Glow*. Now try finding a valuable result changing spread, size and blend mode.
	Gradient Overlay Adding some gradient is a very effective way of altering the boring QR Code look. Copy the black colored squares of the QR Code into a new layer and add a layer style to this layer*(by clicking the FX button at the bottom of the layers window or double clicking on the layer)*.In the style options check *Gradient Overlay*. Customize this gradient and get a very unique look. Choose dark colors to ensure readability, alternative you can reduce the effect blending value (opacity).
	Inner Glow Copy the black colored squares of the QR Code into a new layer and add a layer style to this layer*(by clicking the FX button at the bottom of the layers window or double clicking on the layer)*. In the style options check *Inner Glow*. Customize colors/size/choke to get a unique look. Choose dark colors to ensure readability, alternative you can reduce the effect blending value (opacity). Experiment with other layer effect styles to get quick but amazing design results.
	Accented Edges This is a way to change the complete look of the QR Code. It's very important to take care of the the readability of the resulting art QR Code. Select the area you want to change and go to menu *Filter -> Brush Strokes -> Accented Edges* . Experiment to find a suitable (and still readable) code design.
	Rounding Edges Round edges smooths the technical and industrial-like look of QR Codes. Select the black colored squares and smooth this selection *(Select -> Modify -> Smooth)*. To fill the resulting selection add a new layer and choose *Edit -> Fill -> Black*. Don't forget to uncheck the visibility of the original code.
	Enhance with logo This way of altering your QR Code recommends generating it with a high error correction level (Q or H). Then your QR Code can resist up to 30% destruction but remains readable. These 30% can be used to superimpose a logo or other graphic enhancement.

(C) Creating a QR Code Calendar event - Best Practice Guide

You have to create a QR Code for a wedding invitation. You are in the United States and the ceremony will be celebrated in Paris, Western Europe on May, 15th at 14:00 CET.

You are in timezone Eastern Standard Time (EST GMT-5) and the target timezone is European Central Time (ECT GMT+1).

1. Select a layer and start the plugin *(**Filters->EVEnX->QR Code Generator**)*.

2. Choose the **Type** of QR Code you want to generate.
   In this guide we will select Calender event.

3. As timezone you have to set the **Target timezone** of the Wedding ceremony.
   Select **ECT GMT+1** in the **Timezone** dropdown and verify, if the **Daylight saving flag** is set to on, as daylight saving is in effect on May in Paris. In our example the saved value will be 12:00 UTC
   (*Inside QR Codes all time values are converted and saved as Unified Time Code values (UTC))*.

4. Fill in remaining data fields.

5. Select **Size, Error correction, Foreground color, Background Color, Background merging, Position** and **Layer** as described in (A) Best Practice Guide for creating a QR Code.

6. Press **OK** and the code is generated.

Resulting UTC time is 12:00:00

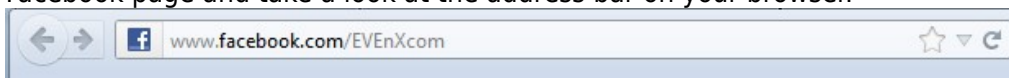## (D) Insert Facebook Fan Page link into QR Code - Best Practice Guide

1. Select a layer and start the plugin *(Filters->EVEnX->QR Code Generator)*.

2. Choose the **Type** of QR Code you want to generate.
   In this guide we will select *URL ->Facebook like*.

3. **Retrieve** your Facebook FAN PAGE ID. To retrieve it, simple browse to the main site of your Facebook page and take a look at the address bar on your browser.

   www.facebook.com/EVEnXcom

   If you have set up a Custom Fan Page, the ID you need is everything behind the slash in your web address bar, i.e.

   http://www.facebook.com/EVEnXcom

   Otherwise, if you haven't set up a Custom Fan page, your FAN PAGE ID contains a little bit more:

   http://www.facebook.com/pages/EVEnXcom/18904524

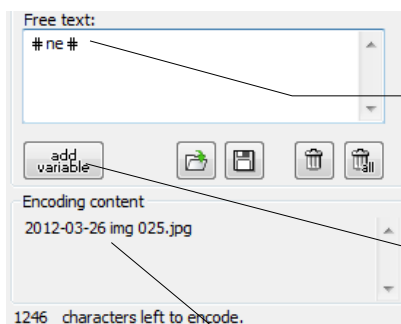   This is the ID you have to use for setting up a QR Code. Use EVERYTHING behind the domain address.

4. Insert your retrieved(yellow) string to the field **FAN PAGE ID**.

5. Select **Size, Error correction, Foreground color, Background Color, Background merging, Position** and **Layer** as described in (A) Best Practice Guide for creating a QR Code.

6. Press **OK** and the code is generated.

(E) Insert file name into QR Code - Scripting Guide

This Guide shows how to use Adobe® Action Script in multiple images to add QR Codes containing the filenames.

1. **Start** recording an action, select a layer and start the plugin *(Filters->EVEnX->QR Code Generator).*

2. Choose the **Type** of QR Code you want to generate.

3. For adding the filename, select the **Content field** and fill in the variable formatted like: #ne#. You can also push the button [**Add variable..]** and select variable from the list.

Free text: #ne#	**Variable symbol** type it or choose from list	**Add variable** insert data from list (format #**VAR#**)

Free text:
#ne#

add variable

Encoding content
2012-03-26 img 025.jpg

1246 characters left to encode.

Variable symbol
type it
or choose from list

Filename will be
added to the QR Code

Add variable
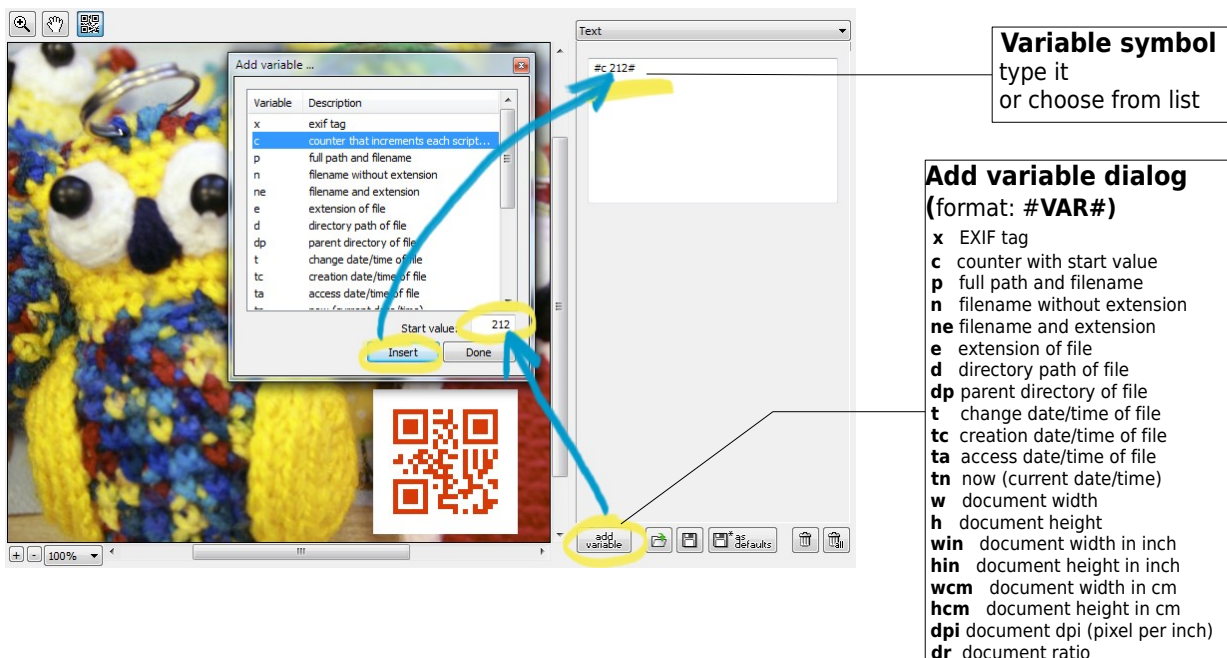insert data from list (format #**VAR#**)
x   EXIF tag
c   counter with start value
p   full path and filename
n   filename without extension
ne filename and extension
e   extension of file
d   directory path of file
dp parent directory of file
t   change date/time of file
tc creation date/time of file
ta access date/time of file
tn now (current date/time)
w   document width
h   document height
win   document width in inch
hin   document height in inch
wcm   document width in cm
hcm   document height in cm
dpi document dpi (pixel per inch)
dr document ratio

4. Select **Size, Error correction, Foreground color, Background Color, Background merging** and **Layer** as described in (A) Best Practice Guide for creating a QR Code.

5. Ensure **Position** is set to **relative**. This allows you size-independent positioning to the lower right corner. *(This is important for scripting images of different size and ratio.)*

6. **Move** the QR code to the lower right position. *(You can use either the horizontal and vertical position sliders or the mouse with interaction mode set to move.)*

7. Press **OK** and the code is generated. **Stop** recording action. Now you can use this Action Script on multiple images, every time the filename will be inserted.

(F) Insert counter into QR Code - Scripting Guide

This Guide shows how to use Adobe® Action Script in multiple images to add QR Codes containing sequential numbers.

1. **Start** recording an action, select a layer and start the plugin *(**Filters->EVEnX->QR Code Generator**).*

2. Choose the **Type** of QR Code you want to generate.

3. For adding an incrementing counter, click [**Add variable..]** and select „c" from the list
   or
   type in the variable formatted as: #c <startnum># (i.e. **#c 212#**).

Variable symbol
type it
or choose from list

Add variable dialog
(format: #**VAR#**)
x   EXIF tag
c   counter with start value
p   full path and filename
n   filename without extension
ne filename and extension
e   extension of file
d   directory path of file
dp parent directory of file
t   change date/time of file
tc creation date/time of file
ta access date/time of file
tn now (current date/time)
w   document width
h   document height
win   document width in inch
hin   document height in inch
wcm   document width in cm
hcm   document height in cm
dpi document dpi (pixel per inch)
dr document ratio

4. Select **Size, Error correction, Foreground color, Background Color, Background merging, Position** and **Layer** as described in (A) Best Practice Guide for creating a QR Code.

5. Ensure **Position** is set to **relative**. This allows you size-independent positioning to the lower right corner. *(This is important for scripting images of different size and ratio.)*

6. Press **OK** and the code is generated. **Stop** recording action.
   Now you can use this Action Script on multiple images. Every time you call the plugin the counter is increased and will be inserted. If you close Photoshop, the value will be reseted to the start value.