KNOWLEDGE BASE ARTICLE

QR Code Data Types: URL, Text, vCard, Wi-Fi, Email, SMS, Phone, Location and Event



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Introduction

A QR code always contains text. What a smartphone does with it — opens a page, saves a contact, connects to a network — depends on the format of that text. QR Code Generator hides the formats behind nine tabs: you fill in ordinary fields, and the web part writes the data in the form that phones understand. This article describes the fields of every tab, the fields that are required and the result of scanning.



The data tabs of QR Code Generator

General rules

- The code is built from the tab that is currently selected. The data entered on the other tabs is kept, but it is not part of the code.
- Required fields are marked with an asterisk. Until they are filled in, the preview shows the message *One or more required fields is empty. Check that all required fields are filled in and try again*, and the **Update**, **Copy** and **Download** buttons are disabled.
- The more text is encoded, the denser the code and the harder it is to scan from a distance. Fill in only the fields that are really needed.
- The action after scanning is chosen by the smartphone. Different camera apps may word the prompt differently or support fewer types.

URL

Field	Required	Description
URL	Yes	The address of the page. When the web part is added to a page, the field contains the address of the current site.

The address is written into the code as is. Enter it in full, with `https://`, otherwise the phone treats the content as plain text.

Text

Field	Required	Description
Text	Yes	Any text; line breaks are allowed.

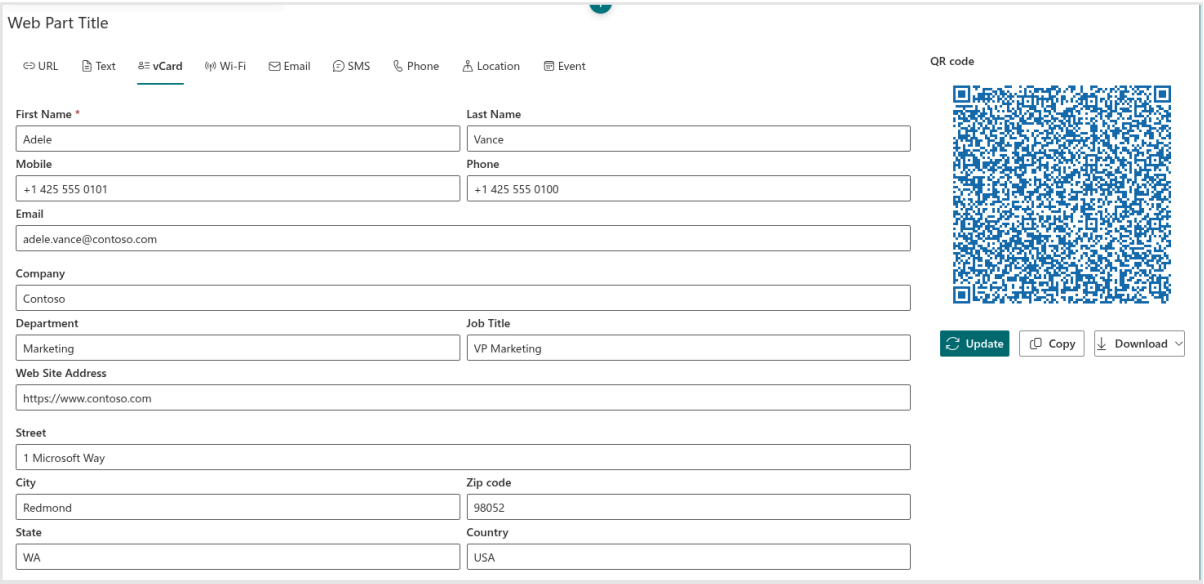
After scanning the phone shows the text and usually offers to copy it or to search for it on the web.

vCard

The tab creates an electronic business card. After scanning the phone offers to add a new contact with all the fields filled in.

Field	Required	Description
First Name	Yes	First name of the person
Last Name	No	Last name
Mobile	No	Mobile phone number
Phone	No	Work phone number
Email	No	Work email address
Company	No	Name of the organization
Department	No	Department within the organization
Job Title	No	Position
Web Site Address	No	Website of the person or the company
Street, **City**, **Zip code**, **State**, **Country**	No	Work postal address. The address is added to the card when at least one of these fields is filled in.

Each field accepts up to 200 characters.



The vCard tab with the contact details of an employee

Tip

A business card with all fields filled in produces a dense code. For a code printed on a badge or a small card, leave out the postal address or lower the density as described in KB10265. Customizing the QR Code Design: Shape, Colors, Gradient and Corners.

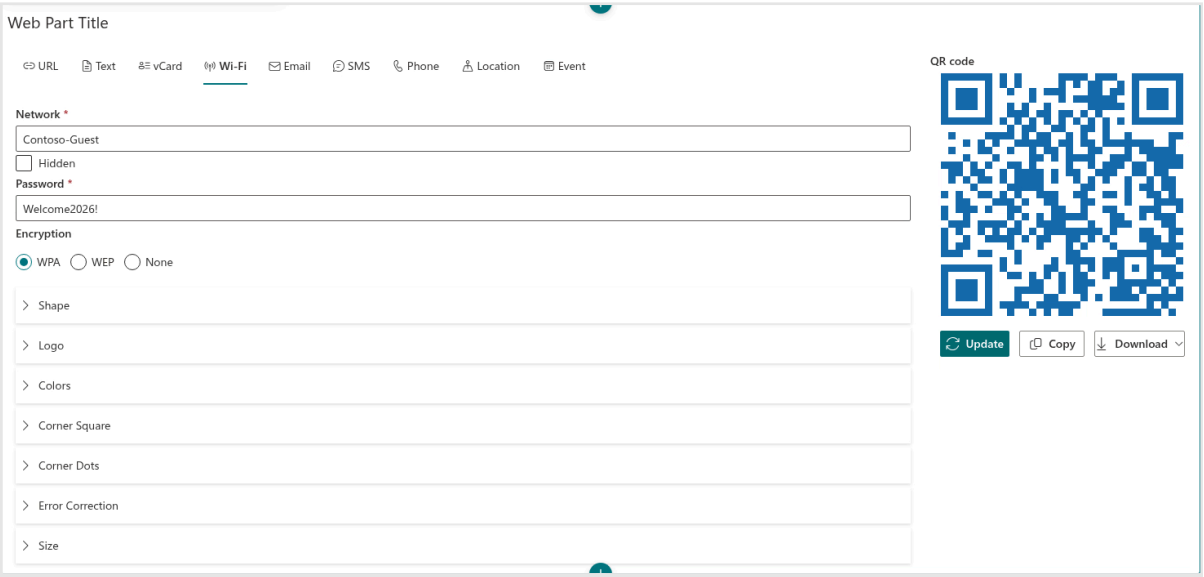
Wi-Fi

After scanning the phone offers to join the network without typing the password.

Field	Required	Description
Network	Yes	The name of the network (SSID), exactly as it is broadcast, including the letter case
Hidden	No	Select the check box if the network does not broadcast its name
Password	Yes, unless **Encryption** is **None**	The password of the network
Encryption	Yes	**WPA** (the default; also use it for WPA2 and WPA3

Field	Required	Description
		networks), **WEP** or **None** for an open network. With **None** the **Password** field is disabled.

Special characters in the network name and the password are escaped automatically, so they do not break the code.



The Wi-Fi tab with the settings of a guest network

Warning

The password is shown in the field as plain text and, when the page is saved, is stored with the page. Anyone who can open the page can read it. Use this tab for guest networks and do not publish the password of the corporate network.

Email

After scanning the phone opens the mail app with a new message.

Field	Required	Description
Email	Yes	The address of the recipient
Subject	No	The subject of the message, up to 500

Field	Required	Description
		characters
Message	No	The text of the message

The sender can change the subject and the text before sending.

SMS

After scanning the phone opens the messaging app with the number and the text filled in.

Field	Required	Description
Phone number	Yes	The number of the recipient
Message	No	The text of the message

Phone

Field	Required	Description
Phone number	Yes	The number to call

After scanning the phone offers to call the number.

Tip

On the **SMS**, **Phone** and **vCard** tabs enter phone numbers in the international format, with the plus sign and the country code, for example `+37167000000`. Such a number works wherever the code is scanned.

Location

After scanning the phone opens the point in the maps app.

Field	Required	Description
Latitude	Yes	Latitude in decimal degrees, for example `51.178889`. Negative

Field	Required	Description
		values mean the southern hemisphere.
Longitude	Yes	Longitude in decimal degrees, for example `-1.826111`. Negative values mean the western hemisphere.

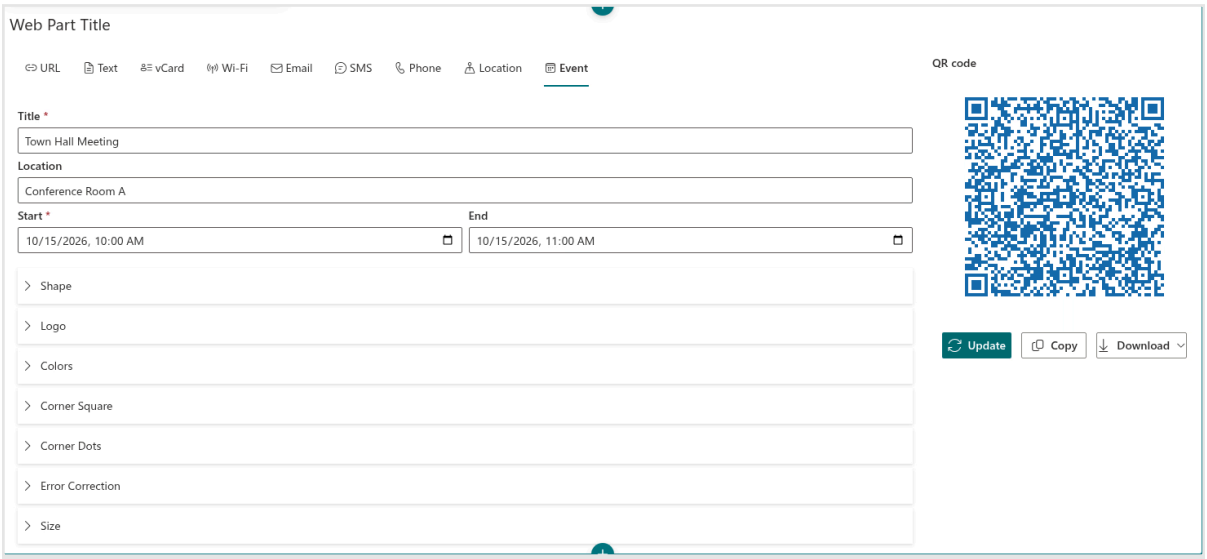
Warning

Use a period as the decimal separator. A value with a comma, such as `51,178889`, produces a code that maps apps cannot read. Coordinates in degrees, minutes and seconds are not supported; convert them to decimal degrees first.

Event

After scanning the phone offers to add the event to the calendar.

Field	Required	Description
Title	Yes	The name of the event, up to 200 characters
Location	No	The place of the event, up to 200 characters
Start	Yes	Date and time when the event begins
End	No	Date and time when the event ends



The Event tab with a calendar event

Note

The date and time are written into the code without a time zone. The calendar of the person who scans the code treats them as local time: an event entered as 10:00 is added as 10:00 in whatever time zone the phone is in. For participants in other time zones, state the time zone in the **Title** or **Location** field.

Summary

Each tab of QR Code Generator corresponds to one kind of action on the smartphone. Choose the tab by what should happen after scanning, fill in the required fields and check the result with a phone before the code is printed or published.

Tip

To keep a prepared code on a page so that every visitor sees it, see KB10268. Publishing a Preconfigured QR Code on a SharePoint Page.