Apparent delivers open QR Codes for App Store Apps on iPhone

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Apparent's new Barcode Producer 6.5 creates smart QR Codes for text, URLs to the App Store for iPhone and iPod touch. Popular for downloading Android apps, Barcode Producer now delivers QR Codes that automatically bring up apps on the App Store, and are readable with any QR Code reader app for iOS. Barcode Producer's design-driven interface makes creating barcodes easy for designers and industry professionals.

Raleigh, North Carolina - Apparent's new Barcode Producer 6.5 creates smart QR Codes for text, URLs, and the App Store for iPhone and iPod touch. Popular for downloading Android apps, Barcode Producer now delivers QR Codes that automatically bring up apps on the App Store, and are readable with any QR Code reader app for iOS.

Originally from Japan, QR Codes are rapidly emerging in the United States and Europe, and allow you to encode text and URLs directly into square barcodes that are easily read by iPhone, iPad 2, iPod touch, Android, and many other smartphones.

* Text and URLs:
Scan the barcode to load any web site or display any text. Barcode Producer includes Google's URL shortener, so you can make barcodes as small as possible. Ideal for flyers and product packages.

* App Store barcodes:
Create barcodes that point to the App Store for iPhone / iPod touch! Ideal for promotional materials.

* Business Card and vCard barcodes:
For business cards, Barcode Producer encodes complete contact information, including addresses, phone numbers, and much more.

Barcode Producer is the industry standard barcode generation tool for Mac OS X, featuring support for all major symbologies, advanced creative tools for designers, and direct integration with Adobe Creative Suite. Barcode Producer for Mac supports UPC, EAN, ITF-14, Bookland EAN / ISBN, GS1 DataBar, QR Codes, and many more.

Product and Availability:
Barcode Producer 6.5 for Mac, the award-winning Mac barcode generator for graphic designers, is available for $199.00 (USD), direct from Apparent with digital delivery. A Windows version is also available to support cross-platform design shops and organizations (QR codes not supported in Windows versions).

Barcode Producer 6.5:
http://www.itsapparent.com/barcodeproducer/

YouTube Video:
http://www.youtube.com/watch?v=J3hDzho6DFs

Apparent makes smart devices and software that rocks. Apparent's award-winning products and brands include IntelliScanner home and small business barcode readers that organize everything; Barcode Producer, the industry standard barcode generation suite for graphic designers; and Doxie, the amazing scanner for documents. Copyright (C) 2011 Apparent Corporation. 121 Dry Ave., Cary, NC 27511 USA. All rights reserved. All trademarks are the

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