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INT CL **G06F, G06K, H03M**
Other: **EPO-Internal, WPI Data**

(54) Title of the Invention: **Multiple application QR code**
Abstract Title: **Multiple application QR code**

(57) The present invention relates to a multiple application QR code capable of storing information of a plurality of applications in such a way that a respective information can be retrieved for each application in a reliable and time-efficient manner. The information is encoded into encoded data including at least a header and a respective data container per application. The header can comprise at least a single identifier indicating a presence of the plurality of applications and a respective application identifier per application. The encoded data are distributedly stored in a plurality of data pixels distributed over an encoding region of the QR code, according to an allocation rule. A QR code reader can retrieve the information stored in the QR code by only accessing and processing the data pixels associated with the respective application of interest and by using an error correction which is specific to this respective application.

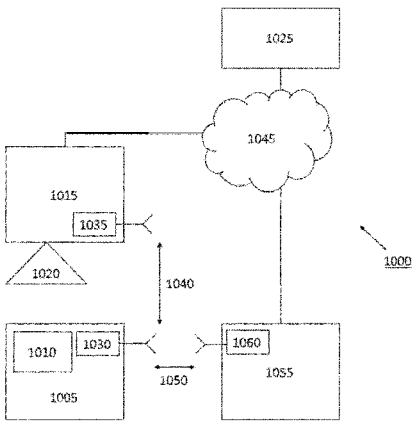


Fig. 10

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