

QR Code vs. BitRip

*"BitRip is **Tracking Barcode**
Built for the Built World"*



Ease of Setup

Hardwired to one address, so everything must be pre-configured beforehand in the office

Completely fluid – meaning you can assign any address to any BitRip code at any time. Huge flexibility!

Speed of Setup

Needs to be printed in an office before going out to the field to deploy

Pre-printed on a roll, so 100% ready to deploy in the field

Digital Versatility

Scans to **One Address Only**

Scans to **Unlimited Addresses**

Physical Reliability

Labels are **not ruggedized** to cope with tough environments

Labels are **ruggedized**; duct tape, outdoor permanent labels, and plastic tags

Ease of Maintenance

Many Steps to Replace Lost Labels: reconfigure, reprint, travel to jobsite and re-stick

Minimal Steps to Replace: Stick a new label, scan and re-link it to the same address in seconds

Physical Versatility

One label, one size – so it needs a flat surface for application

One label, any size – so it wraps around non-flat surfaces such as pipes and wires

Practicality of Use

Impractical to Carry hundreds of individual labels at one time

Easy to Carry hundreds of individual labels on a roll

Functionality

Just a shortcut to a simple web address

Stores unlimited, real-time uploads. Geo-tracks too!

Digital Ruggedness

Fixed QR can **only sustain 30% damage** before it becomes ineffective

Seamlessly linking one address to as many codes needed means there's **no effective damage limit**