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(Joseph Woddland), (Jordin Johanson)  
 (Bernard Silver) 7 1952 .

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[4].

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30%

1989 , QR- («Quick Response», . . . « Data Matrix, »),  
1994 Denso Wave Inc.

QR Data Matrix — ( ). Data Matrix,  
30-60% , QR, .

Data Matrix , 2D

Denso-Wave ( , 1994 Toyota)  
QR Code ( «Quick Response» – « QR-Code

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« » ( . Augmented Reality) –

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) [3].

[1, 376].

## BARCODING AND THE CONTEMPORARY COMMUNICATIVE ASPECTS

A. Perelomov

*The article reviews modern technological trend "Barcoding" as a new communicative channel of informational exchange. It's influence on human in society. The question about "augmented reality" have been aroused: how the matrix barcodes could bridge our consciousness of reality with a virtual one. What are the forms of implementation of this technology in our daily life. What will it cause in our regular life.*

**Key words:** barcoding, augmented reality (AR), space of flows, QR-Code.

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