CLAIMS:

1. A method for generating a linear code from an associated reference code comprising an ordered selection of one or more numbers, the linear code comprising an ordering of one or more code characters corresponding to the one or more numbers of the associated reference code, the method comprising the steps of:

determining an associated reference code from which the linear code is to be generated;

determining a number associated with the, or each, code character of the linear code, such that the one or more numbers corresponds to the one or more numbers of the reference code,

for each code character:

determining a base-b representation of the associated number;

determining an arrangement of a plurality (N) of subregions of the code character, wherein each subregion is uniquely associated with a digit of the base-b representation;

associating each subregion associated with each digit a colour, corresponding with a value of the associated digit; and

storing the code character as a computer font character configured for presentation in-line with surrounding text; and

presenting the linear code comprising the ordered one or more code characters in a manner suitable for presentation in-line with text.

2. A method as claimed in claim 1, wherein the step of determining an associated reference code comprises:

- randomly generating a provisional reference code;

- comparing the provisional reference code to a used reference database comprising a record of used reference codes;

- determining that the provisional reference code is not equal to any used reference code of the used reference database; and

- assigning the provisional reference code as the associated reference code.

3. A method as claimed in claim 1, wherein each number has a value selected from 255 values.

4. A method as claimed in claim 1, wherein each code character comprises an even number of subregions, and wherein the subregions are arranged in two equal columns.

5. A method as claimed in claim 1, wherein each code character comprises an equal number of subregions.

6. A method as claimed in claim 1, wherein the base-b representation is a binary representation, the colours corresponding with each digit comprise first and second colours, wherein the first colour is black and the second colour is white.

7. A method as claimed in claim 1, wherein the base-b representation is a binary representation, the colours corresponding with each digit comprise first and second colours, wherein the first colour is a solid colour, and the second colour is transparent.

8. A method as claimed in claim 6 or claim 7, wherein the binary representation of each number is an 8-bit binary (N=8, b=2) representation.

9. A method as claimed in claim 1, wherein the presentation step comprises the step of: printing the linear code onto a printing substrate.

10. A method as claimed in claim 1, wherein the presentation step comprises the step of: displaying the linear code on a transitory medium.

11. A method as claimed in claim 1, wherein the linear code further comprises a registry character, and the method comprises the step of determining the registry character.

12. A method as claimed in claim 11, wherein the registry character is predetermined.

13. A method as claimed in claim 11, wherein the registry character is determined based on, at least in part, the determined code characters of the linear code.

14. A linear code generator for generating a linear code from an associated reference code comprising an ordered selection of one or more numbers, the linear code comprising an ordering of one or more code characters corresponding to the one or more numbers of the associated reference code, the generator comprising a processor, first memory and second memory, the second memory configured for storing instructions for execution by the processor, said instructions configured to cause the processor to execute the method comprising the steps of:

determining an associated reference code from which the linear code is to be generated;

determining a number associated with the, or each, code character of the linear code, such that the one or more numbers corresponds to the one or more numbers of the reference code;

for each code character:

determining a binary representation of the associated number;

determining an arrangement of a plurality of subregions of the code character, wherein each subregion is uniquely associated with a bit of the binary representation;

associating each subregion associated with a first bit value a first colour, and each subregion associated with a second bit value a second colour, and

storing the code character as a computer font character configured for presentation in-line with surrounding text; and

presenting the linear code comprising the ordered one or more code characters in a manner suitable for presentation in-line with text.