

Abstract

The invention relates to a method for generating a 2D barcode embedded in an image, in particular a DM code or a QR code, said method comprising the following steps: (a) selecting a base image, the base image being divided into cells or modules according to the code grid; (b) selecting an initial code with a predefined encoding of modules in bits, where the bit values are black or white, as a second image layer, the modules of the initial code each being marked as primary or non-primary; (c) placing each module of the initial code onto the corresponding module of the base image by inserting the relevant bit value into the module, thereby creating an interim image with modules; (d.1) selecting a second base image; (d.2) generating a third image layer by assigning transparency values to the modules of the second base image, modules of higher aesthetic significance being assigned a lower transparency value; (e) generating the embedded code by overlaying the modules of the third image layer, according to their transparency value, onto the modules of the interim image.

Fig. 1b