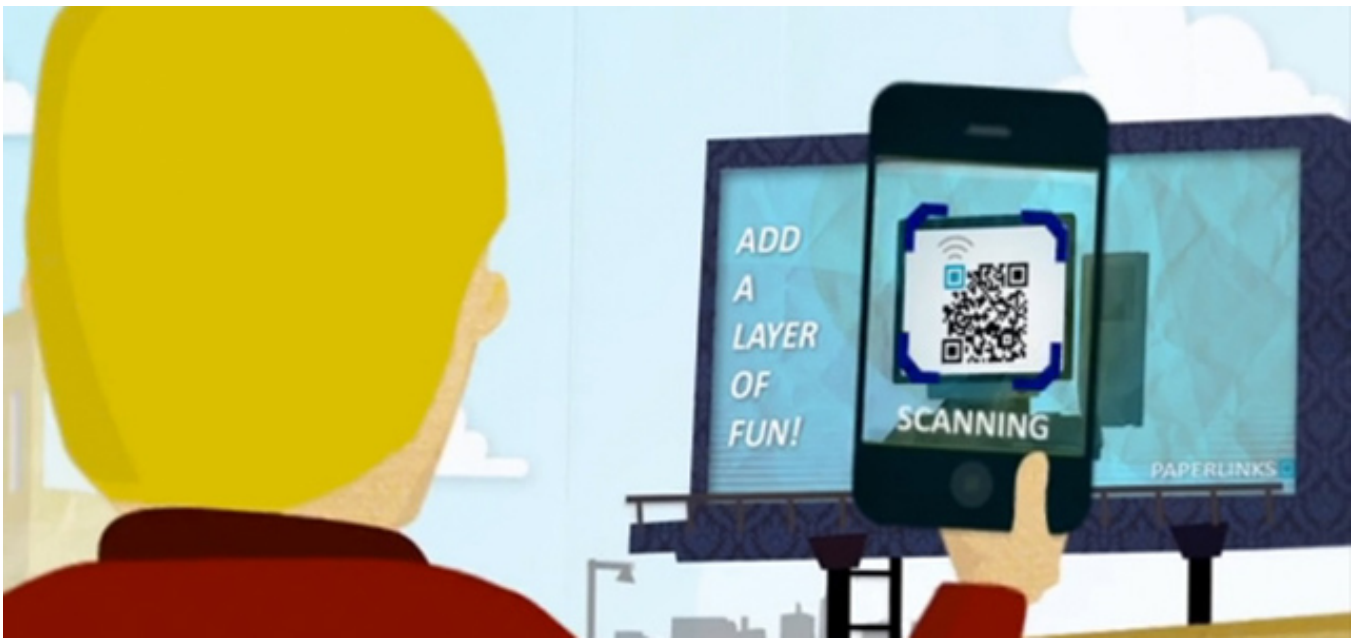
Restaurants' takeout menus made interactive via QR codes



It's become increasingly common for restaurants to build and offer custom, branded mobile apps that let patrons place orders by phone, but it's still up to consumers to go to the bother of downloading and installing them. Enter Paperlinks, a Los Angeles firm that has created a service that lets restaurants embed their takeout menus with QR codes for quick and seamless mobile ordering.

Using Paperlinks' new Order Takeout feature, restaurants can quickly develop mobile-optimized menus which can be accessed by scanning a QR code located on the printed menu, poster, or other restaurant signage. Paperlinks offers a free iPhone app for scanning (an Android version is coming soon), but other QR code scanning services can be used as well. Either way, scanning that code gives customers instant access to the restaurant's mobile-friendly, interactive menu. From the mobile landing page, which can also be reached via text message, the customer can find daily specials, place orders, request substitutions and pay via Paperlinks' checkout cart, including tips. Orders are then sent directly to the participating restaurant via email or fax. Paperlinks also offers a variety of customizable features, from designer QR codes to lead-generation tools, that restaurants can incorporate into their menus and other printed items. Business pricing with full analytics begins at USD 24.95 per month.

Restaurateurs around the globe: time to make your takeout menu work harder for you?

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