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## **NetWaiter Makes QR Codes Available to Restaurants**

Redlands, CA--NetWaiter, a premier provider of online ordering and marketing capabilities for restaurants, offers another industry first--integrating QR codes into restaurant marketing.

NetWaiter has configured a unique QR Code for every restaurant on the NetWaiter Network. When customers scan a restaurant's QR code, they are immediately directed to the restaurant's mobile NetWaiter site and menu.

QR codes--those squares that look like scrambled crossword puzzles--are popular with today's mobile culture. They read like bar codes when scanned with a Smartphone, returning information to the user based on how the QR code is setup. Their use in the U.S. catapulted 1,200% during the last six months of 2010. In Japan, where QR codes were developed, it is estimated that 86% of consumers scan at least four QR codes a month.

The latest generations of Smartphones include a QR code reader app built into the phone. Free QR code apps are also available to download for most Smartphones.

"As a restaurant, the best reason to embrace QR codes is to make it more convenient for customers to do business with you," said Jared Shimoff of NetWaiter. "Scanning a QR code takes seconds and it gives customers an automatic link to a restaurant's mobile site from their Smartphone."

Restaurants using NetWaiter can easily access their custom QR code from their NetWaiter Management Console. The new feature is available to all NetWaiter customers at no additional charge.

"We suggest restaurants print their QR codes and post them around their restaurant to promote their mobile site and menu to customers," added Shimoff. "It's an excellent way to make people aware of your mobile capabilities."

*Restaurants interested in using NetWaiter can activate the service at no charge and get immediate access to their NetWaiter site and unique QR code. For more information, contact NetWaiter at 1-866-638-9248, or logon to their website at [www.netwaiter.com](http://www.netwaiter.com).*