

QR Codes for business? test

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As smartphone adoption rises and technology companies embrace the technology, QR Codes are becoming more of a mainstream product for businesses, products and brands. QR Codes, which is short for Quick Response, are used to take a piece of information from a transitory media and put it in to your cell phone. This can be links, videos, text, photos and more. It is a new way for businesses to engage consumers with QR codes.

Paperlinks creates QR codes for businesses and brands but with a particular focus on the design of the code itself. The actual code can incorporate the logo of a brand or business.

The beauty of Paperlinks is that instead of leading peoples to a web page (as most QR codes do), Paperlinks app and codes open up a landing page with the company's logo and other modules, which can include Tweets, calendars, video, contact info, photos and more.

Paperlinks has its own free QR reader app available for the iPhone. But the startup's codes are compatible with any QR reader on a phone (i.e. RedLaser's QR reader would work on any Paperlinks code).

One compelling feature is the ability to add content from the brand or business directly to your own applications. For example, if you scan a QR code for a business, you can click on the contact info in the landing page and it can be added to your contacts. Users have a similar experience when adding events from a calendar and more.

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