

## Shop Right Off The Subway Wall With PayPal



Online payment service company PayPal is is trialing a new mobile shopping initiative that allows customers to point and purchase using QR codes. PayPal has created catalog 'mobile shopping walls' in 15 metro stations in Singapore. The large display features Valentine's Day offers from eight participating retailers. The user will need to first download the PayPal QR code reader app, which scans the barcodes and allow the user to log into PayPal to purchase the items.

QR codes are quickly on the rise with an incredible increase of over 4500% of QR code scans between 2010 and 2011. These square barcodes have been particularly popular in Singapore due to the rapid growth of smartphone ownership and free accessible Wi-Fi across the city.

[PayPal](#) [1] via [www.psfk.com](http://www.psfk.com) [2]

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<http://www.wirelessdesignmag.com/news/2012/02/shop-right-subway-wall-paypal?qt-blogs=0>

**Links:**

[1] <http://www.paypal.com/>

[2] <http://www.psfk.com>