

Media release: A new App to support restaurants and their guests

New app visualizes the menu

A newly developed Swiss app for the visualization of menus supports the gastronome in the communication of his menus and sets new standards for customer friendliness in gastronomy! With "VISYT App" the appetite comes before the meal. The smartphone scans the QR code on the menu and visually displays the menu with all relevant information. The patents for this type of QR code recording have already been applied for in Europe and the USA.

A completely normal everyday situation in a restaurant: The guest looks at the menu, reads the menu suggestion, but has only a vague idea of what the recommended dishes on the plate look like - unless they are commonly known dishes. Often the expectations do not match to reality, disappointments spoil the appetite.

Especially when travelling - but now also in the local area - ethnic specialities and exotic dishes in all variations are advertised on menus. However, the text of the menus can hardly be described or sufficiently interpreted. Guests often lack the imagination of what they have read. They are overwhelmed, sometimes disdain a lovingly prepared menu because of the lack of imagination. Or they order a menu that reads well but is far below expectations on the plate.

Searching with Smartphone and reading customer reviews on review websites such as Yelp or TripAdvisor seldom shed light on the dark. Gastronomes would have many opportunities to make their offers visible on their advertising channels such as websites, social media and others. But the effort is still time-consuming and costly.

"VISYT App" makes menus visible

Now the hungry guest is served a new smartphone application "VISYT". With this App, restaurant visitors are made aware of what they will receive later before ordering. Guests can scan a QR code with their smartphone and the "VISYT App" will access the restaurant's menu and show photos of each dish. Guests also find information on ingredients and calories. This is in line with today's trend towards a growing health-conscious diet. Restaurant visitors can also make comments, rate dishes and share their satisfaction with other users. Even if this is not the main purpose of the app, comments can be helpful to other guests. This feature requires the user to register in advance.

Various filters like "vegan", "vegetarian" and "non-vegi" as well as "gluten-free" has been implemented.

So, guests can make a clear choice instead of solving puzzles, as has often been the case so far. There are no disappointments because you have seen the food before, instead of just imagining it.

Gastronomes also benefit

Restaurant operators receive an individual QR code for their restaurant. Using this code, they provide the corresponding photos and information on each dish in the very easy-to-use back office of the "VISYT App" to their customers.

The restaurateurs can also place these QR codes on all their communication media such as menus, displays or flyers and of course, they can also affix stickers or direct printing to entrance doors, showcases, tables - there are many possible applications. The solution via an automated QR code is the special feature of the new app. Corresponding patents for the technological innovation have already been registered in Europe and the USA.

VISYT is internationally understandable

The app was developed for all multinational languages and can translate menu information accordingly. After months of development, "VISYT App" has been available in the "App Store" and at "Google Play". The website with all some current Gastro customers is attainable under www.visyt.app.

For further information: www.visyt.app or jf@visyt.app