CLAIMS

1. A computer-implemented method, comprising:

receiving, based upon a uniform resource locator (URL) that is encoded in a two-dimensional (2D) code by a second service institution, a request for service information, wherein the URL is sent by a mobile device and is obtained by the mobile device from scanning the 2D code when the 2D code is provided by a service provider;

parsing the URL to identify data elements including a service network identifier corresponding to a service network, a service institution identifier corresponding to the second service institution that encoded the URL in the 2D code, a service type identifier corresponding to a service type, and a payload including a service object identifier corresponding to a service object of the service network;

sending the data elements to the second service institution based on the service institution identifier;

receiving, by a first service institution, the service information associated with the service object and the service type from the second service institution based on the service object identifier and the service type identifier; and

sending the service information from the first service institution for presenting on the mobile device.

2. The computer-implemented method of claim 1, further comprising:

receiving a service request from the first service institution if the service information matches the service provider that provides the 2D code; and

sending the service request to the second service institution for processing a service.

3. The computer-implemented method of claim 2, further comprises:

receiving a service processing result from the second service institution after sending the service request; and

sending the service processing result to the first service institution.

4. The computer-implemented method of claim 1, wherein the data elements further include at least one of a domain name, a version number of the service network, or one or more key-value pairs that identify one or more add-ons to a service to be processed.

5. The computer-implemented method of claim 4, wherein the data elements are in digital format or text format.

6. The computer-implemented method of claim 4, wherein the one or more add-ons to the service to be processed includes at least one of a loyalty number, voucher information, coupon information, lucky drawing information, a global positioning system (GPS) location, a table number, or a seat number.

7. The computer-implemented method of claim 1, wherein the service information includes at least one of service provider information or order information.

8. The computer-implemented method of claim 7, wherein the service provider information includes at least one of a service provider name, a service provider type, a country code, a zip code, a service provider address, order information, one or more supported languages, or one or more supported currencies; and wherein the order information includes at least one of a transaction amount, a transaction currency, an order identifier, or an order description.

9. The computer-implemented method of claim 1, wherein the 2D code is a regional unified merchant-presented quick response (QR) code generated based on a slim terminal model.

10. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform operations comprising:

receiving, based upon a uniform resource locator (URL) that is encoded in a two-dimensional (2D) code by a second service institution, a request for service information, wherein the URL is sent by a mobile device and is obtained by the mobile device from scanning the 2D code when the 2D code is provided by a service provider;

parsing the URL to identify data elements including a service network identifier corresponding to a service network, a service institution identifier corresponding to the second service institution that encoded the URL in the 2D code, a service type identifier corresponding to a service type, and a payload including a service object identifier corresponding to a service object of the service network;

sending the data elements to the second service institution based on the service institution identifier;

receiving, by a first service institution, the service information associated with the service object and the service type from the second service institution based on the service object identifier and the service type identifier; and

sending the service information from the first service institution for presenting on the mobile device.

11. The non-transitory, computer-readable medium of claim 10, wherein the data elements further include at least one of a domain name, a version number of the service network, or one or more key-value pairs that identify one or more add-ons to a service to be processed.

12. The non-transitory, computer-readable medium of claim 11, wherein the data elements are in digital format or text format.

13. The non-transitory, computer-readable medium of claim 11, wherein the one or more add-ons to the service to be processed includes at least one of a loyalty number, voucher information, coupon information, lucky drawing information, a global positioning system (GPS) location, a table number, or a seat number.

14. The non-transitory, computer-readable medium of claim 10, wherein the service information includes at least one of service provider information or order information; wherein the service provider information includes at least one of a service provider name, a service provider type, a country code, a zip code, a service provider address, order information, one or more supported languages, or one or more supported currencies; and wherein the order information includes at least one of a transaction amount, a transaction

currency, an order identifier, or an order description.

15. The non-transitory, computer-readable medium of claim 10, wherein the 2D code is a regional unified merchant-presented quick response (QR) code generated based on a slim terminal model.

16. A computer-implemented system, comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing one or more instructions that, when executed by the one or more computers, perform one or more operations comprising:

receiving, based upon a uniform resource locator (URL) that is encoded in a two-dimensional (2D) code by a second service institution, a request for service information, wherein the URL is sent by a mobile device and is obtained by the mobile device from scanning the 2D code when the 2D code is provided by a service provider;

parsing the URL to identify data elements including a service network identifier corresponding to a service network, a service institution identifier corresponding to the second service institution that encoded the URL in the 2D code, a service type identifier corresponding to a service type, and a payload including a service object identifier corresponding to a service object of the service network;

sending the data elements to the second service institution based on the service institution identifier;

receiving, by a first service institution, the service information associated with the service object and the service type from the second service institution based on the service object identifier and the service type identifier; and

sending the service information from the first service institution for presenting on the mobile device.

17. The computer-implemented system of claim 16, wherein the data elements further include

at least one of a domain name, a version number of the service network, or one or more key-value pairs that identify one or more add-ons to a service to be processed.

18. The computer-implemented system of claim 16, wherein the data elements are in digital format or text format.

19. The computer-implemented system of claim 16, wherein the service information includes at least one of service provider information or order information; wherein the service provider information includes at least one of a service provider name, a service provider type, a country code, a zip code, a service provider address, order information, one or more supported languages, or one or more supported currencies; and wherein the order information includes at least one of a transaction amount, a transaction currency, an order identifier, or an order description.

20. The computer-implemented system of claim 16, wherein the 2D code is a regional unified merchant-presented quick response (QR) code generated based on a slim terminal model.