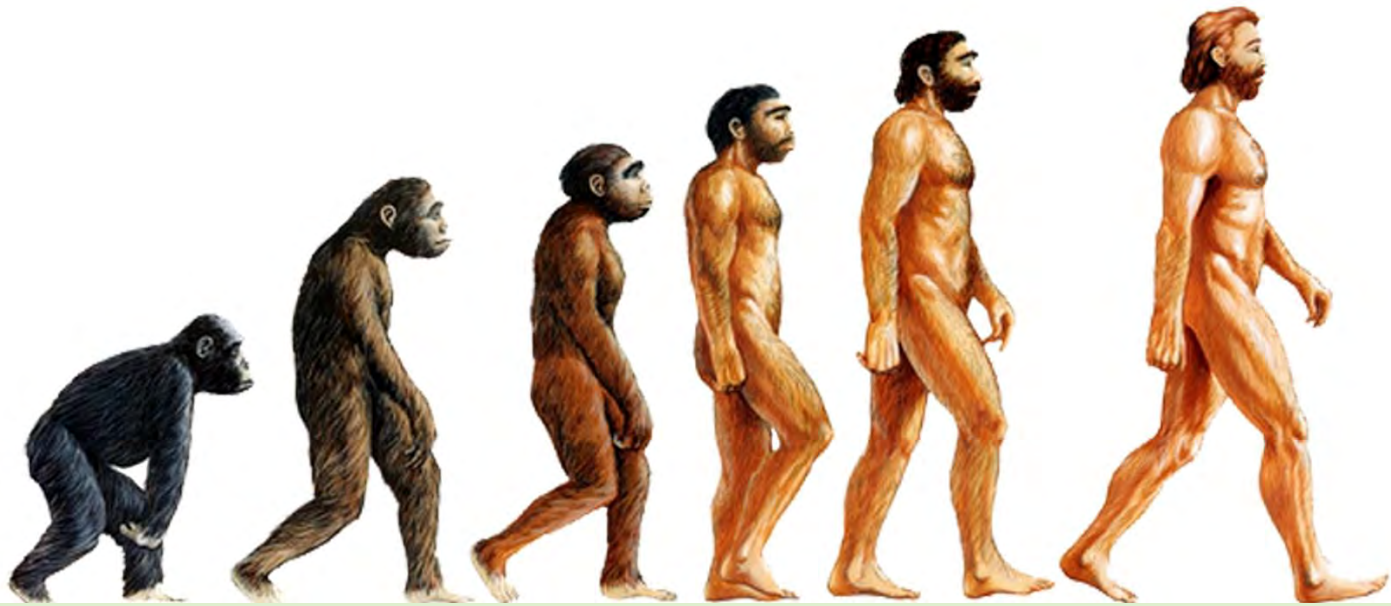
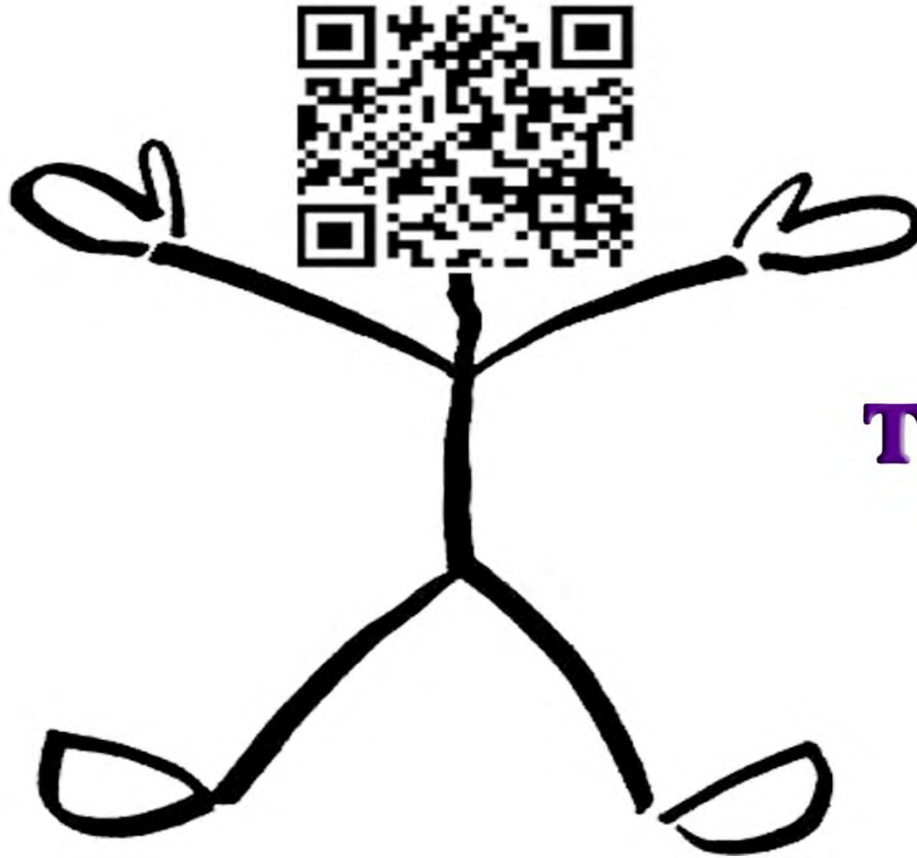


**Man has long searched for the
Missing Link between the
print and electronic worlds.**



The search is OVER!

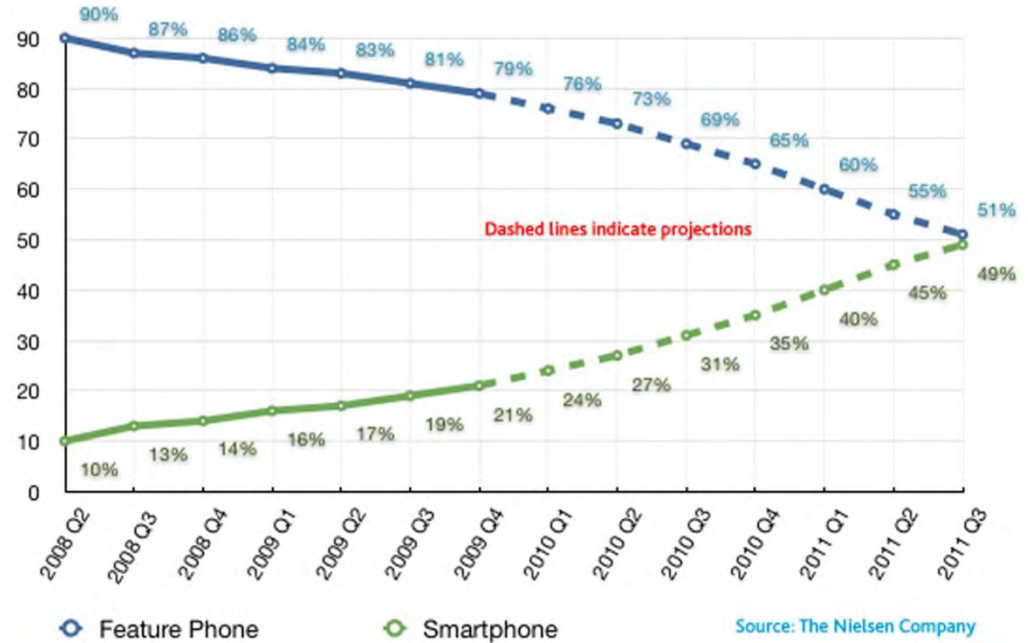


**The 2D Barcode
has arrived!**

Smartphones are expected to outnumber feature phones in the US by the third quarter of 2011



U.S. Smartphone Penetration & Projections



Any Smartphone with the 2D barcode application can be used to deliver the content

Simple Three Step Process



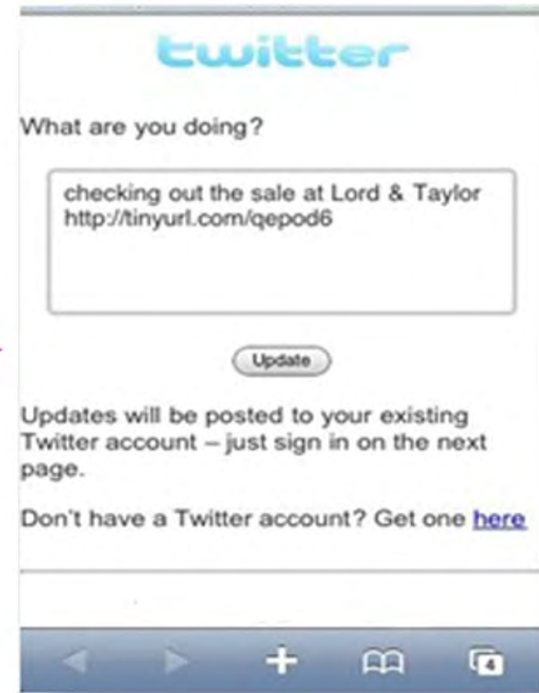
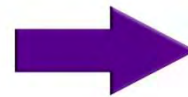
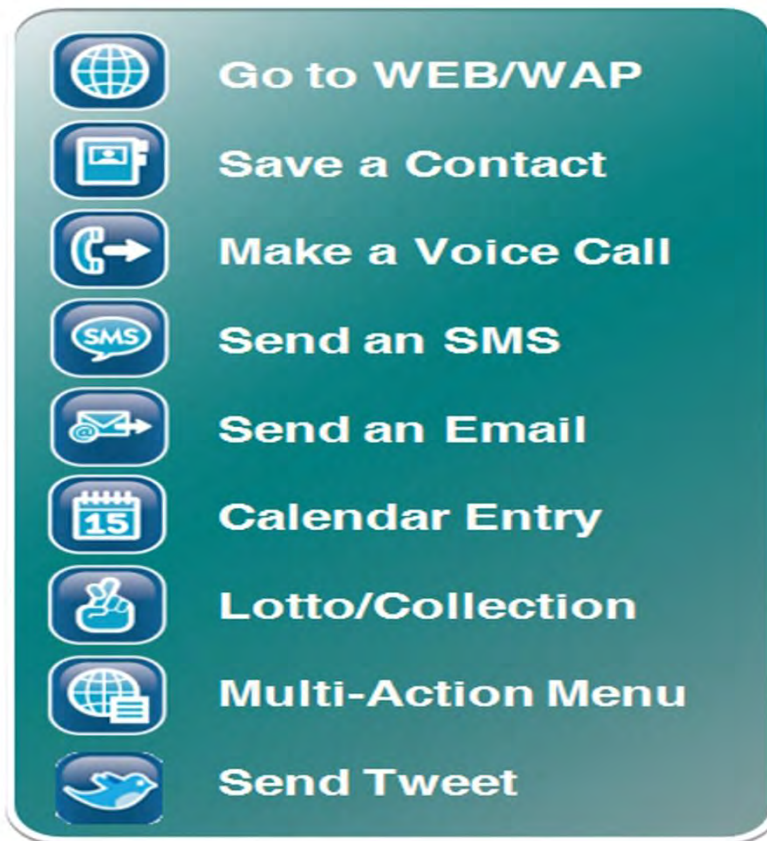
Scan the Code



Customers See a Code

Content is Delivered Instantly

2D Codes can launch any mobile application



This 2D Barcode Application

Major Carrier Partnerships:



**has the most
carrier partners**

Handset Pre-Load Agreements:



**has the most pre-load
handset manufacturers**

Reads All Major Code Formats:



scans all formats

Available Via All Major Portals:



covers all portals

The Winds of Change Are Blowing

Prepare for mobile barcodes on your direct mail marketing

Posted by [Cian](#) on Feb 22, 2010 13:19



I don't know about you, but the majority of physical, paper mail that I get nowadays is marketing mail. As a result of a press release I got this morning from a company called [MindFireInc](#), I've been doing some reading into how [Hewlett Packard](#) supports direct mail marketeers - and how MindFireInc will be integrating [mobile barcodes](#) onto the campaigns.

- **2D Barcodes make print relevant**
- **2D Barcodes make print interactive**
- **2D Barcodes drive impulse buying**



Each scan collects data:



Who:
User ID
Age
Gender
Income



Advertiser
receives
customized
content based
on data



When:
Time
Date



Where:
GPS
IP Address



What:
Code name
Code Placement



Sprint Case Study

The 2D Barcode in the Sprint Connection Newsletter returned the following results in a 6 week trial.

The barcode sent users to Fandango, a content website and showed movie listing and also had the option to purchase tickets.



This is not a maze.

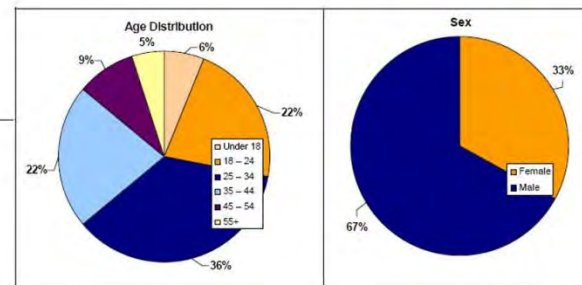
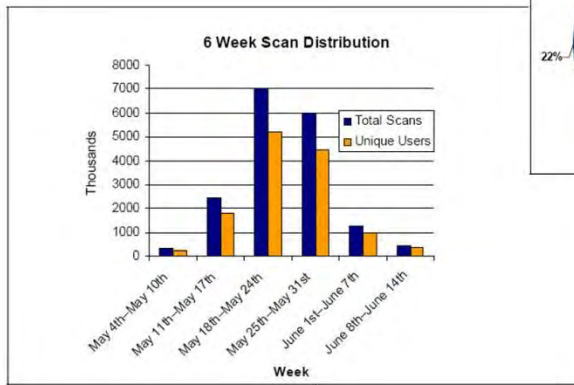
That collection of blocks over there — that's a 2D barcode. You can use your Sprint phone to take a picture of it. Why would you do that?

More and more, 2D barcodes are placed in print ads, on billboards, on packaging and almost anywhere else. 2D barcodes contain hidden content: a downloadable ringtone, an embedded hyperlink to a Web site, directions to a restaurant. It can be almost anything. You simply take a picture and it triggers an action to take place. Barcodes can also be sent to your phone for practical uses, such as an electronic boarding pass or an electronic ticket to a sporting event.

The barcode on this page will automatically connect you to Fandango, a WAP Web site with movie listings where you can buy movie tickets.

Download the ScanLife application to your phone by texting the word "scan" to 43568. Then open ScanLife in your Applications folder and use it to take a picture of the barcode. Now that you know what a 2D barcode is, the next time you see one, you'll know exactly what to do.

- Over 17,000 Total Scans
- Over 13,000 Unique Users



Take The Next Step



For more information contact:

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