



## Tune Your Tag:

### MTag launch personalised 2D barcode tags for marketing campaigns!

**Paris, France, 06 May, 2009** – Thanks to its technological expertise in the 2D barcode sector, already recognised by major European mobile network Operators, MTag launches today an innovative new solution that will offer companies the possibility to brand their own 2D barcode tags, called 'Tune Your Tag'!

#### The power of tags in marketing and communication

The 2D barcode has become a widely accepted tool in today's marketing and communications campaigns, mainly thanks to the fact that it can be used for a whole host of different applications and media\*. With this new technology, brands across the globe will be able to **personalise their tags to perfectly capture their company's visual identity** – they will even be able to incorporate their own full colour logo into the design.

Very soon, members of the general public will also be able to submit their own original tags to MTag - the best designs will then be selected and shared via the company's website.



#### Expertise & Innovation...

The European 2D barcode leader offers a global solution regrouping:

- 2D barcode creation and management
- readers and applications for mobile phones and information management platforms (barcode and NFC)

**mobiletag's 2D barcode specification is already the official national standard in France and Poland**, and is ready to deploy in Spain, Germany, Italy and United Kingdom.

MTag's reader technology has been developed for all mobile operating systems in order to **reach the entire European mobile phone base**. With over 7 years' experience of in-factory embedded computing, its developers are each specialised in a particular mobile platform.

Thus, **mobiletag's** reading application has been developed for all mobile platforms: WINDOWS MOBILE, IPHONE, JAVA, ANDROID, SYMBIAN, BLACKBERRY, BREW.

**mobiletag** is an embedded software application that enables mobile phones to read 2D barcodes, or tags, simply by using the phone's camera. When a user takes a picture of a tag, they are automatically redirected to content, information or a service.

## Press Release

\*Tags can be found on CDs, cinema billboards, magazines and even in certain stores. They enable users to download pictures, videos, ring tones and promotional information. Tags will soon be found at bus stops and underground stations. By capturing the tag, users can access local street maps, adverts and even weather forecasts. Tags can even be scanned from computer screens or kiosk TV screens.

*To find out more about MTag and the company's latest products, please contact the press department below.*



### About MTag

Innovative French company, MTag is a leading software developer specialising in mobile handset software solutions. MTag has two main products: **mobiletag** and **MEEPASS**. It has also just added a new NFC tag management server to its portfolio.

In 2006, the company launched **mobiletag**, an embedded software application that allows mobile phones to read 2D barcodes, otherwise known as tags, simply by using the phone's camera. MTag developed the software to create quick access to external content.

MTag recently received a venture capital investment of 4 million euros in October 2008, funded by new lead investor Alven Capital and by existing shareholders (XangeCapital and IDF Capital). This capital increase will allow **mobiletag** to pursue its international growth strategy in the market of 2D barcodes. **mobiletag** has already established business partnerships with the major French and European mobile network Operators and is in negotiation today with international brands. MTag has just opened an American company in Atlanta totally dedicated to the US market called mobiletag, Inc.

In addition to **mobiletag**, MTag is pleased to announce the launch of **MEEPASS**, a revolutionary new mobile identification product that the company showcased at this year's Mobile World Congress in Barcelona. For more information, please visit: [www.mobiletag.com](http://www.mobiletag.com) or [www.meepass.com](http://www.meepass.com). For mobiles, please use: <http://m.mobiletag.com>.

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