



Paris, March 1st, 2008

## **A Revolution in mobile communication**

### **A major step has been achieved in the standardization of the 2D Barcode**

The mobiletag company, the AFMM (French Association of Mobile Multimedia) and the 3 French mobile operators, Orange, SFR and Bouygues, have signed a mutual license contract concerning the specifications of the 2D Barcode Flashcode.

Mobiletag, managed by Domenico SURACE, is a French company that proposes a global solution regrouping:

- The creation and management of barcodes
- The readers and applications for mobiles
- A platform for managing information

### **Mobiletag: a global solution**

**The tag, also referred to as the 2D barcode or flashcode**

The tag is an intelligent bar code read by mobile phones

- Datamatrix: the European standard ISO/IEC 16022: 2000 (E) ECC 200
- A standard certified by the European market
- Interoperability with multiple operators

### **The tag reader**

- Integration compatible with all constructors
- The reader and the application are directly embedded in mobile phones during their construction

### **Tag creation and platform management**

- Simple, fast and customized access
- Back office interface for managing contents





## **Mobiletag: the basis of interaction**

The mobiletag technology allows a mobile phone photo camera to read the 2D barcodes and offers pertinent and evolutionary access to information. The consumer is free to choose whether to use it or not, thus the process is not intrusive. A true innovation in the world of mobile communication, mobiletag creates an opportunity for brands and enterprises to:

- Promote a « quick access » to information from a mobile phone
- Reinforce the relation between brands and consumers
- Integrate, master and develop content
- Increase income by raising the consumer's brand awareness

Because of its capability to reinforce information diffusion and to add a new dimension to media space in commercial campaigns, mobiletag is already being used by the Yellow Pages, Meetic websites, Gillette (in Spain) and others. Easy to use, it can exist anywhere: public places, the media, fidelity cards, catalogs, TV spots, the Internet and can be applied in many ways in the entertainment, food, tourism, sport and other industries.

## **mobiletag The quick and easy access to evolutionary content**



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