



## Mobile Tag, Inc. appoints William 'Chip' Hoffman as CEO

### European 2D barcode leader MTag establishes American sister company in Atlanta, GA – opening the door to 2D barcode mobile marketing campaigns on a global scale

**Paris, France, April, 2009** – MTag, SAS, the acknowledged European leader for technology and services for mobile 2D barcodes, announced the appointment of William “Chip” Hoffman as CEO of Mobiletag, Inc. a Delaware Corporation focused on expanding the use of the technology.

Headquartered in Atlanta, Mr. Hoffman is responsible for expanding the use of Mobiletag’s 2D barcode technology in the marketplace. Drawing on the success already experienced by the company in Europe, Mr. Hoffman will position Mobiletag to supply Mobile Operators, Advertisers, Brands, Retailers, and others a single, globally-ubiquitous source for mobile barcode technologies and services. Mobiletag, Inc’s proven and patented technology will provide large multinationals the opportunity to deploy international mobile barcode technologies with confidence.

Mr. Hoffman has twenty-five years of global Entertainment, Media and Communications (EMC) experience. Mr. Hoffman was directly responsible for the large-scale operations of mBlox, Inc., Dobson Communications, Advanced TelCom Group, Sprint and Logix Communications Enterprises. He has worked closely with companies like Publicis, Interpublic Group, BBDO-Omnicom, and others on interactive advertising using mobile telecommunications technology.

Most recently he was CEO of NeoMedia Technologies, Inc, where he helped architect a global technical and financial system for mobile barcodes. Prior to that, Mr. Hoffman engineered the creation of mBlox, Inc. the world’s largest mobile transactions network, and as its CEO served in London, Atlanta and Sunnyvale, CA. He was instrumental in developing the strategy to reorganise, restructure, and then rapidly grow the business to over 180 countries. mBlox serves more than 2 billion mobile subscribers and 500 wireless Operators around the globe including Vodafone, T-Mobile, Verizon and AT&T, creating the world’s largest provider of messaging infrastructure.

Earlier in his career, Mr. Hoffman served 8 years with Sprint managing business clients from the Global 10 to small and medium-sized business customers. He studied Physics and earned a B.S. in Electrical Engineering at Auburn University (Honors), which he attended on a special U.S. Army scholarship. Mr. Hoffman served in the Department of Defense Intelligence services in Europe from 1983-87, attaining the rank of Captain.

#### **About MTag, mobiletag & MEEPASS**

Innovative French company, MTag is a leading software developer specialising in mobile handset software solutions. MTag has two main products: **mobiletag** and **MEEPASS**. 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

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already established business partnerships with the major French and European mobile network Operators and is in negotiation today with international brands

In addition to **mobiletag**, MTag is pleased to announce the launch of **MEEPASS**, a revolutionary new mobile identification product that the company will showcase 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)

*To organise an interview with Mr. Hoffman about his new position or his objectives for mobiletag, Inc. in the US, please contact the press department below.*



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