



## Mobile Tag launches the 1st Universal Platform for 2D, 1D and NFC Barcodes!

### World preview at Mobile World Congress

**Paris, France, 10 February, 2011** – Mobile Tag, leader in 2D and 1D barcode marketing solutions has extended its range of services, now offering a universal platform which integrates NFC TAG management.

Intended to complete its offering of solutions which allow 'Quick Access' to mobile information, Mobile Tag has dedicated over 2 years to developing a redirection platform for NFC TAG. This solution will enable businesses, operators and agencies to manage the NFC tags used in their different communication campaigns.

The platform allows the configuration and referencing of tags just as easily as with 2D and 1D barcodes. Today's system enables the user to:

- Link products via 1D (EAN, UPC) barcodes with mobile content
- Manage 2D barcode campaigns (QR-codes, Datamatrix, Flashcode, fotokody)
- Link NFC tags to mobile content managed by a single platform

The Mobile Tag Universal Platform allows users to manage the complete range of codes including **2D** (QR-Codes, Datamatrix, flashcode, Fotokody), **1D** (EAN, UPC) and now **NFC tags**.

This dedicated mobile marketing tool simplifies campaign management and is able to deliver access or usage statistics via an accurate and high-performance CRM system.

In addition to the new platform, Mobile Tag has also developed an NFC reader which is already compatible with Google's NEXUS S and is available on Android Market.

This functionality is already integrated with the universal reader and can be found on the latest mobile handsets due for release in the coming months.

The mobiletag application for Android is compatible with NFC tags and will soon be available on all platforms!

The company will present this new product, as well as its new solution at Mobile World Congress in Barcelona.

#### About Mobile Tag

**Mobile Tag** is the market leader in marketing solutions and technologies for reading and redirecting information from barcodes via a mobile-handset. In 2006, the company launched **mobiletag**, an embedded software application that allows phones to read 2D barcodes, otherwise known as tags, simply by using the phone's camera. **Mobile Tag** developed the software to create quick access to external content.

Mobile Tag received an investment of 4M Euros from venture capitalists Alven Capital as well as long-term shareholders XAnge Private Equity and IDF Capital in October 2008. The capital raised enabled **Mobile Tag** to pursue a strategy of international growth in the 2D, 1D and NFC barcode sector. Already a partner of the major European

mobile phone network operators, **Mobile Tag** receives many invitations to collaborate with international operators and advertisers in both Europe and the USA.

Mobile Tag: Paris, Minsk, Atlanta.

For further information please visit: [www.mobiletag.com](http://www.mobiletag.com)

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