

## ***Mobile Tag***

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# Mobile Tag is an Infrastructure and Technology Company



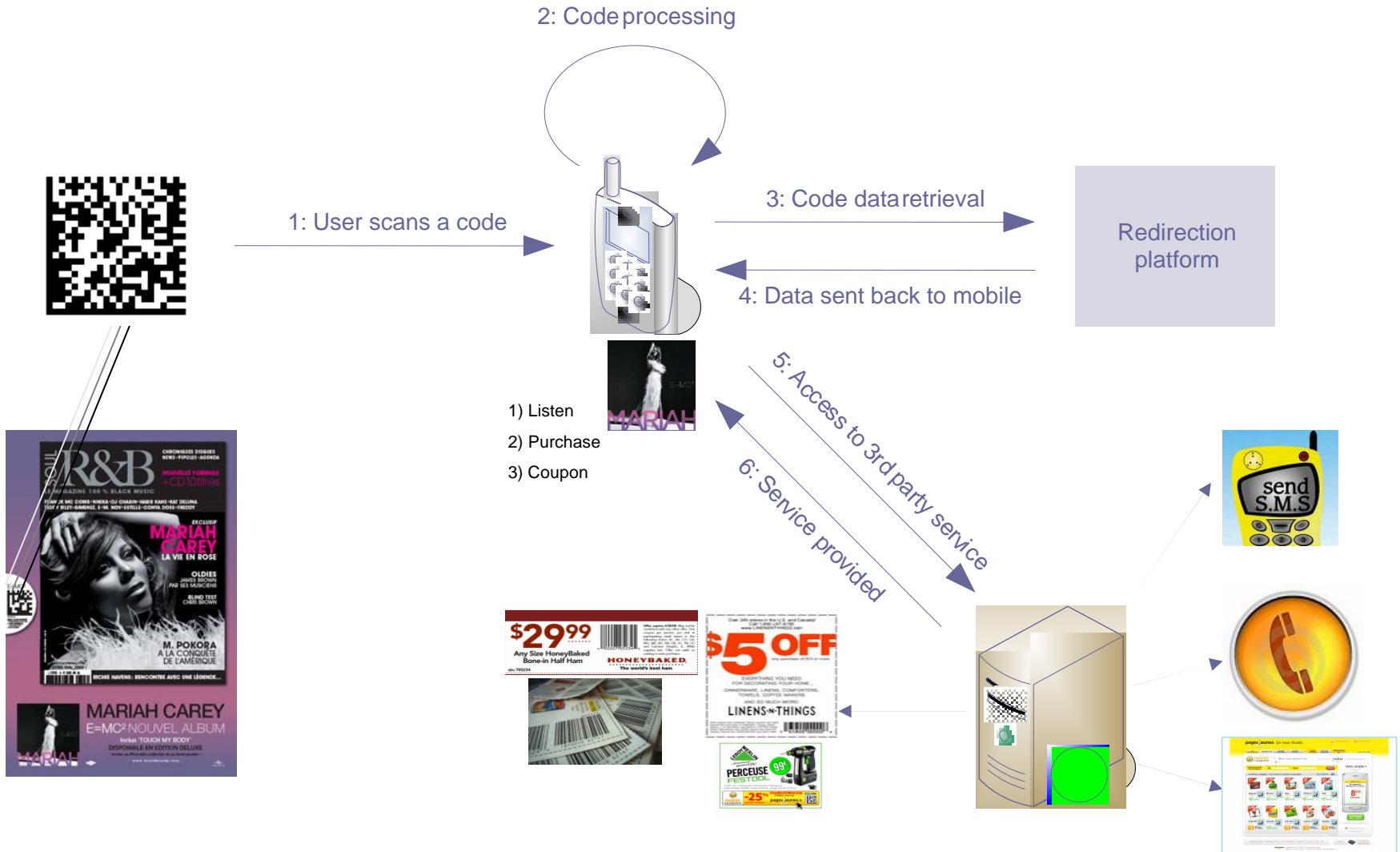
**Mobile Tag** provides the technology and platforms necessary to power M-commerce and Interactive Advertising for Mobile Network Operators, Merchants, Financial Services Networks, Brands and Advertisers with the efficiency of Mobile Barcodes.





# Code-scanning Overview

## What is Barcode Scanning ?





# Specialist at Chip-set and OS Embedment

**Mobile Tag's** has the *BEST in CLASS* decoding algorithms and UI.



- Camera optimizations for decoding
- Native development methods
- ROM / Camera embedment capabilities :



- > ARM
- > FREESCALE.

We Know about OEM's certification & embedment processes.



# Vodafone Campaign



- ✓ Interact with your customers
- ✓ Use barcodes for Promotion & your services.



# The Advertiser's Challenge

Brands

Merchandisers

Media

Who saw what and when?

Who wants what and when?

Who bought what and when?



# What does Mobile Tag technology Accomplish?

**Mobile** Tags accomplishes important things for its customers: Merchants, Retailers, Advertisers, Brands , Carriers, and Financial Services Networks.

- Increases velocity and work-flow of m-Commerce at beginning and end of the transaction.
- Increases Basket-size or Average-Ticket for retailers at check-out.
- Extends packaging to the consumer's wallet
- Increases performance of Traditional Advertising Media (TV, Print, etc.)
- Increases the quality of a Brand's interaction with the consumer.



# The Market: Who will buy Mobile Codes ?

- **Mobile Codes should be bought by ANY Business, large or small, that:**

- Currently has an account with



### Sponsored Links

1. [World of Coca-Cola®](#)

Buy Tickets Online Now!  
4-D Theater, Exhibits & Tastings.  
[WorldofCoca-Cola.comGeorgia](#)



- Currently has or uses Toll-free 800 SVC: 1-800-BUY MORE



- Currently has or uses 1D UPC codes and labels



- Currently advertises in TV, Print, Signage or Billboards

- Currently has or uses Text-messaging Short-codes



## MILLIONS of BUSINESSES !!





- **Objectives:**
1. Provide information and cross-promotional incentives (coupons)
  2. Initiate interactive experience





# Wal Mart & Coke Campaign

**WAL★MART®**

ALWAYS LOW PRICES.

*Always.*





# Scan to Enter

Potentiel Top 100 marques



## USAGE INDIRECT:

Disney/OBS

- 1 Insertion de flashcode dans supports de communication externes au parc :
  - 1 500 000 dépliants sur Paris Ile de France
  - Cible = 44% des visiteurs
- 2 Intégration de flashcode à l'intérieur du parc pour informations (1 flashcode sur 200 pts)



MEEPASS BY MOBILETAG



# Poster to Check-in



MEEPASS  
BY MOBILE IS DE