

Diese Meldung kann unter <http://www.presseportal.de/pm/78855/1558098/mobiletag-the-leading-universal-barcode-reader-and-price-comparator-on-your-mobile-phone> abgerufen werden.



mobiletag: the Leading Universal Barcode Reader and Price Comparator on Your Mobile Phone!

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Paris (ots/PRNewswire) - Mobile Tag, the European leader in mobile barcode solutions, continues to innovate with the launch of its latest application: mobiletag Universal Reader and shopping.

To view the Multimedia News Release, please click:

<http://multivu.prnewswire.com/mnr/prne/mobiletag/40778/>

Mobile Tag is behind the creation of the flashcode, the standard 2D barcode used by operators in France. This type of Datamatrix barcode is used by the biggest companies in display, transportation, distribution, the pharmaceutical industry, and more.

Mobile Tag has always tried to develop new technology from the consumer's point of view, and the mobiletag Universal Reader & shopping is no exception.

The concept behind this application is to send, receive and share information and best prices to everyone and for everyone through all standardized barcodes.

Scanning a barcode with your mobile phone is simply taking a picture of it with your phone, using the mobiletag application. Mobile tag is free!

Universal Reader

For the first time, your mobile phone can scan the three international standard barcodes with a single application. Mobiletag scans 1D barcodes (EAN 13, UPC, etc.) and 2D barcodes (Datamatrix, flashcode, Fotokody, QR-Code, etc.).

2D barcodes allow you to access different content types such as video, photos, SMS, call, business cards, promotions, instant winners, and more. These barcodes are used on every continent.

1D barcodes are printed on almost every product sold throughout the world. Until now, these barcodes were only used at the cash register. Mobiletag has transformed this manufacturing barcode into a very practical tool for consumers.

Mobiletag is a downloadable application on all major mobile stores. One of the innovations is to offer a universal reader on Android, Iphone, Blackberry, Windows, Symbian, and more.

All of these platforms will be available in February 2010 and will be presented at the World Mobile Congress in Barcelona (15 - 18 February) Hall 2 Booth: 2G32.

Finally, a Universal reader that is truly Universal!

Price Comparator

In addition to the Universal reader, mobiletag has developed a product price comparator. Consumers can compare the best offers from different merchants.

The price finder works on 1D barcodes.

Initially, you can compare prices offered by websites. You will then also be able to get product information from stores around you.

Get the best price and purchase products using your mobile phone, or go to the store to find your product.

Save price information that you have collected in the "History" menu or send it to your friends; you can also share it through your social networks (facebook, etc.).

You can also use the mobile tag application to create shopping lists or a price alert on a selected product. You will receive an alert informing you that a merchant is offering a

product at the price you want.

There are 1D barcodes everywhere around us so scanning can become a game; however, mobiletag really allows you to save money on your purchases.

...Scan and compare prices!

About Mobile Tag.

Innovative company, Mobile Tag is a leading software developer specialising in mobile handset software solutions.

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. Mobile Tag developed the software to create quick access to external content.

Mobile Tag received a venture capital investment of 4 million euros in October 2008, funded by new lead investor Alven Capital and by existing shareholders (XAnge Private Equity 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 mobile network Operators and with international brands.

<http://www.mobiletag.com>

For mobiles, please use: <http://m.mobiletag.com>

Mobile Tag is a member of GS1, the OMA [open mobile alliance] and is partners with AFMM [French association of mobile multimedia].

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