

## Mobile Barcodes Categories:

### A Open Barcode Provider

These companies use 2d barcode software that is public domain or easily licensable. Examples include QR Code and Datamatrix.

### B Proprietary Barcode Provider

These companies have created their own, closed code. Their barcodes can only be scanned by their own readers. Examples include Microsoft Tag and Shotcode

### C Reader









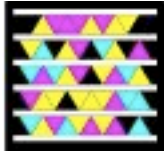


These companies provide a downloadable reader that enable mobile devices to scan information from one or more types of 2d barcode











### D Enabler









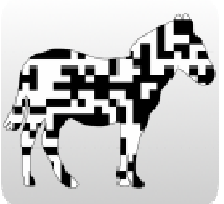
These companies create real-world solutions with barcodes. Examples include advertising campaigns, shopping solutions and paperless ticketing. This category also includes companies that let users easily create their own open barcodes to link to on-line content, like websites or social networks.

The vast majority of companies involved in mobile barcoding fall into the A C D category – ie. they use an open barcoding standard, provide their own mobile reading software, and create barcode solutions that connect the real-world to the mobile Web.

| No. | Name              | Picture   | Description   | Type  |
|-----|-------------------|---|---|-------|
| 1   | 2D Sense Platform |  | Formerly iMatrix, <a href="http://www.2dsense.com">www.2dsense.com</a> is a user-oriented reader that handles QR, Datamatrix and Shotcode   | A C   |
| 2   | 3GVision          |  | A huge player in the mobile barcode industry in Japan, <a href="http://www.3gvision.com">www.3gvision.com</a> provides access to QR codes over a huge variety of platforms, and helps clients build their own QR campaigns. | A C D |
| 3   | BeeTagg           |  | <a href="http://www.beetagg.com">www.beetagg.com</a> is a multi-code reader which also supports it's own proprietary code, the BeeTagg System.  | A B C |

|    |                     |   |  |       |
|----|---------------------|---|--|-------|
| 4  | Bems                |    | Spanish company <a href="http://www.bems.es">www.bems.es</a> uses Datamatrix and QR codes to web-enable advertising campaigns, SMS and more.   | A C D |
| 5  | Camcllic            |    | <a href="http://www.camcllic.com">www.camcllic.com</a> reads all major 1d and 2d codes, and adds web content to existing physical codes  | A C D |
| 6  | GS1                 |    | <a href="http://www.gs1.org">www.gs1.org</a> , the global standards organisation, also provides barcodes and solutions for barcode marketing   | A D   |
| 7  | i-nigma             |    | Originally developed by 3GVision, <a href="http://www.i-nigma.com">www.i-nigma.com</a> reads and creates QR codes.   | A C D |
| 8  | inscribe            |    | <a href="http://inscribe.com">http://inscribe.com</a> provides QR Code campaign creation, management and tracking facilities   | A C D |
| 9  | Kaywa               |  | <a href="http://www.kaywa.com">www.kaywa.com</a> offers a QRcode reader and campaign creator.  | A C D |
| 10 | Masabi              |  | <a href="http://www.masabi.com">www.masabi.com</a> concentrates on using open barcodes to provide payment and paperless ticketing.   | A C D |
| 11 | Mbarc               |  | Specialising in airline travel, <a href="http://www.mbarc.nl">www.mbarc.nl</a> offers mobile ticketing, ID and coupon offers through barcodes  | A C D |
| 12 | Microsoft Tag       |  | <a href="http://www.microsoft.com/tag/">http://www.microsoft.com/tag/</a> , Microsofts proprietary HCCB tag uses a high data-storage format for normal barcoding purposes.               | B C D |
| 13 | Mobile Data Systems |  | NY based <a href="http://www.mobiledatasys.com">www.mobiledatasys.com</a> concentrates on Social networking, providing both reader apps and personal codes for Facebook / MySpace / etc. | A C D |
| 14 | Mobile Discovery    |  | <a href="http://www.mobilediscovery.com">www.mobilediscovery.com</a> provides a mobile advertising network geared towards barcodes with their  | A C D |

|    |            |   |  |         |
|----|------------|---|--|---------|
|    |            |   | Connected Media Platform™  |         |
| 15 | Mobile Tag |    | <a href="http://www.mobiletag.com">www.mobiletag.com</a> is a French based company that provides a Datamatrix reader and commercial card code creator  | A C     |
| 16 | Mobiqa     |    | Specialising in mobile ticketing and coupons, <a href="http://www.mobiqa.com">www.mobiqa.com</a> focuses on Datamatrix codes   | A D     |
| 17 | NeoMedia   |    | <a href="http://www.neom.com">www.neom.com</a> uses NeoReader software to read mobile barcodes, and concentrates on effective mobile ticketing, two-way transactions and embedded advertising campaigns                          | A C D   |
| 18 | Nextcode   |    | <a href="http://www.nextcodecorp.com">www.nextcodecorp.com</a> offers three services. 1) Barcode decoding software for mobile. 2) mCode, its own form of barcode. 3) Connexto, apps for carriers to connect barcodes to content. | A B C D |
| 19 | Nokia      |   | Available out-of-the-box on most Nokia handsets, their software allows you to read standard barcodes and create your own   | A C D   |
| 20 | NTT DoCoMo |  | Another Japanese company, <a href="http://www.nttdocomo.com">www.nttdocomo.com</a> provides software for creating and reading QR code over its family of products.   | A C D   |
| 21 | Qipit      |  | <a href="http://www.qipit.com">www.qipit.com</a> provide software to clarify and digitize mobile pictures of fine detail. Their software enables easy reading of any 1d barcodes.  | A D     |
| 22 | QMCODES    |  | QMCODES is a mobile marketing company. <a href="http://www.qmcodes.com">www.qmcodes.com</a> specialises in 2Dcode campaigns for print media publishers, through it's Interactive Print Platform                                  | A C D   |
| 23 | Quickmark  |  | Focusing mostly on eCommerce and business cards, <a href="http://www.quickmark.com.tw">www.quickmark.com.tw</a> provide software for reading and creating codes that enable automatic billing and item purchase by mobile        | A C D   |
| 24 | RapidID    |  | <a href="http://www.rapidid.com">www.rapidid.com</a> concentrate on mobile assets tracking and location. Their location-based service works by reading barcodes or other asset   | A C D   |

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|----|----------------------------|---|---|-------|
|    |                            |   | identification marks.   |       |
| 25 | Scanbuy                    |    | <a href="http://scanbuy.com">http://scanbuy.com</a> supports QR and Datamatrix and EZcode.  | A C D |
| 26 | Scanlife                   |    | <a href="http://www.scanlife.com">www.scanlife.com</a> provides an EZcode reader and creator for personal and commercial use  | A C D |
| 27 | Semacode                   |    | The creators of the open-source Datamatrix code, <a href="http://www.semacode.com">www.semacode.com</a> main focus is using their code with social networks through a Facebook application  | A D   |
| 28 | ShotCode                   |    | <a href="http://www.shotcode.com">www.shotcode.com</a> issues the proprietary Shotcode 2d barcode, and provide readers, creators and campaigns around it.   | B C D |
| 30 | Snappr                     |   | <a href="http://www.snappr.net">www.snappr.net</a> is user friendly 2d and 1d barcode reader, and QR code generator. It also provides on-site options for printing your code on clothes and other items   | A C D |
| 31 | Tagnition                  |  | <a href="http://www.tagnition.de">www.tagnition.de</a> specialise in solutions for publishers and agencies. The manage campaigns with their own platform.   | A C D |
| 32 | Upcode                     |  | <a href="http://www.upc.fi">www.upc.fi</a> uses Datamatrix codes and covers a wide number of applications for consumers, providers and clients  | A C D |
| 33 | Windows Office Marketplace |  | There is a wide variety of third-party software developed for reading and creating 2d barcodes available on the Windows Office Marketplace, <a href="http://office.microsoft.com/en-us/marketplace/">http://office.microsoft.com/en-us/marketplace/</a> | A C D |
| 34 | ZXing                      |  | <a href="http://code.google.com/p/zxing/">http://code.google.com/p/zxing/</a> is an open-source Java programme that focuses on decoding 1D/2D barcodes on the device, without communicating with a server.  | A C   |