Mobile Barcodes:
State of the Industry

Mike Wehrs
CEO and President

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Public Information

Smartphones have changed how we approach just about everything

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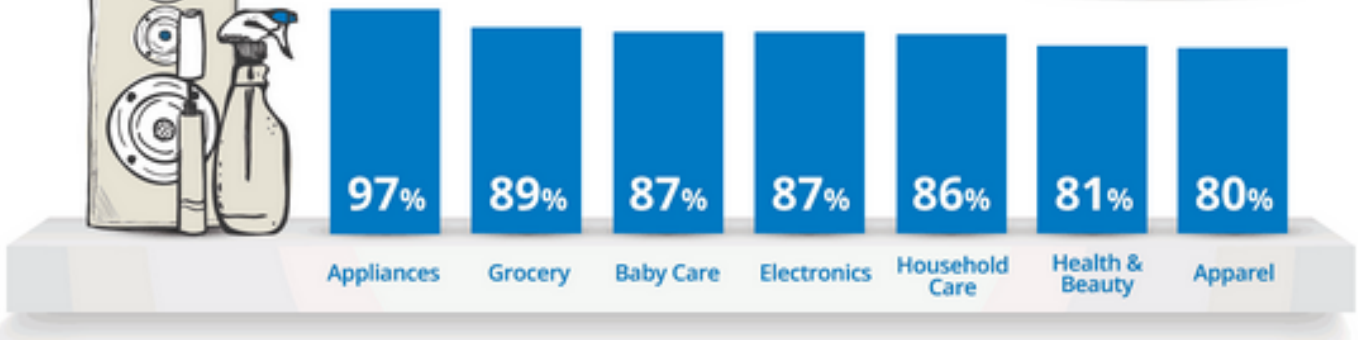
Mobile In-Store Research

How in-store shoppers are using mobile devices

79% of smartphone owners are **'smartphone shoppers'**

84% of these shoppers use their phone to help shop while in a store

in-store smartphone use by category



Google: May 2013

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45%

OF ALL CONSUMERS USE SMARTPHONES

FOR IN-STORE PRODUCT

RESEARCH AND BROWSING

PC Magazine: April 2013

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54%
54% OF SHOPPERS
ARE KEEN TO USE MOBILE DEVICES TO COMPARE PRICES IN-STORE
IN-STORE MOBILE PRICE COMPARISON
IS AN IMPORTANT PART OF SHOPPING
37%
OF OVER 65s
75%
OF 18-24 YR OLDS

80%

OF SMARTPHONE-OWNERS WANT MORE
MOBILE-OPTIMIZED PRODUCT INFO
WHILE SHOPPING IN STORES

Moosylvania: December 2012

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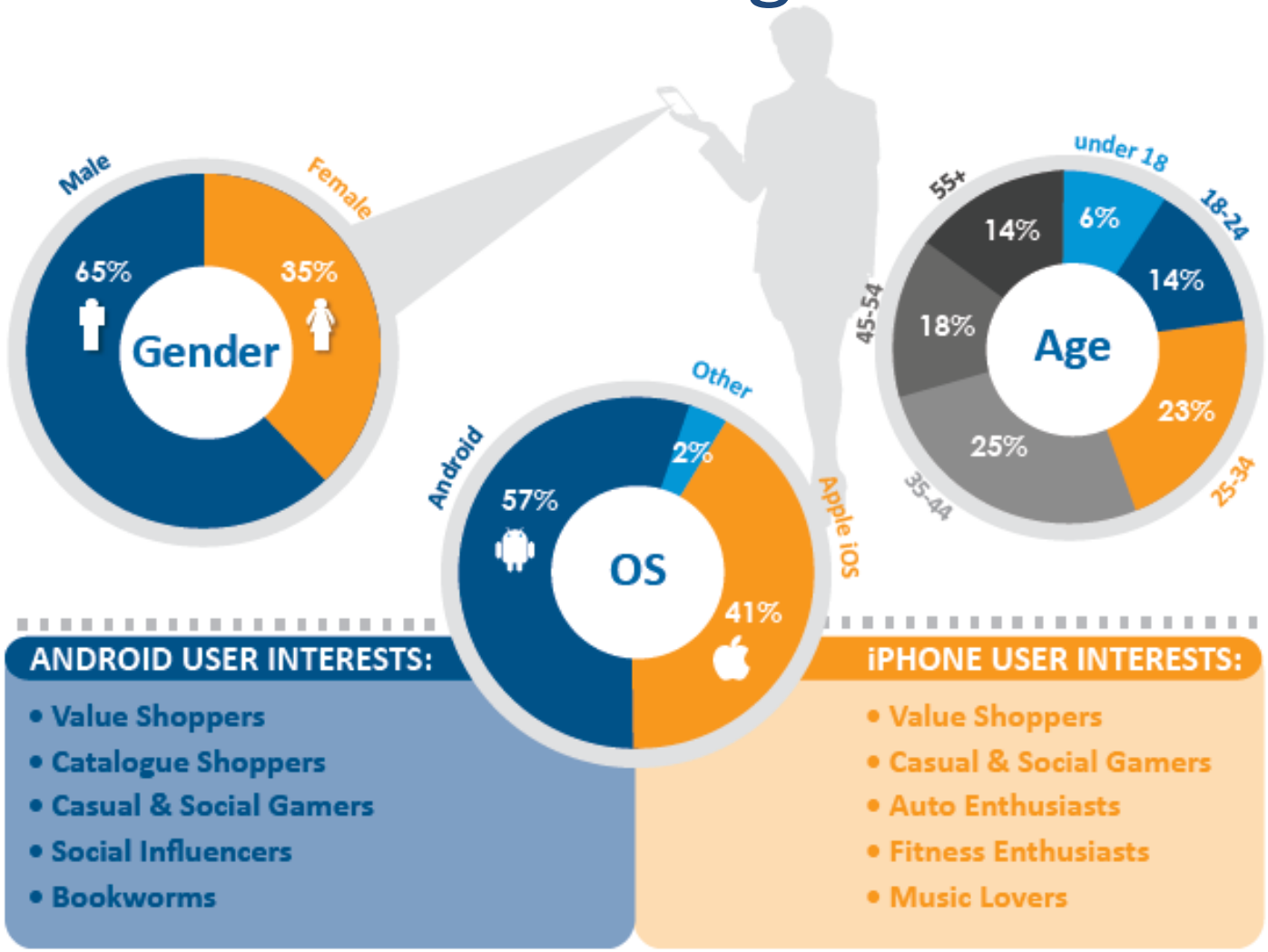
18M Barcode scans processed

6M Unique users scanning

144 Countries scanning

Processed by ScanLife Q1 2013

Rich Data = “Big Data”



Processed by ScanLife Q1 2013

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Big Data Allows for Enhanced Services

Time/date

Language

Location

User ID

Number of scans

Operating System

Rules-based engine enables delivery of personalized consumer experiences

- Deliver a coupon based on time of scan
- Deliver a discount based on location
- Deliver content in the consumers language
- And much more…

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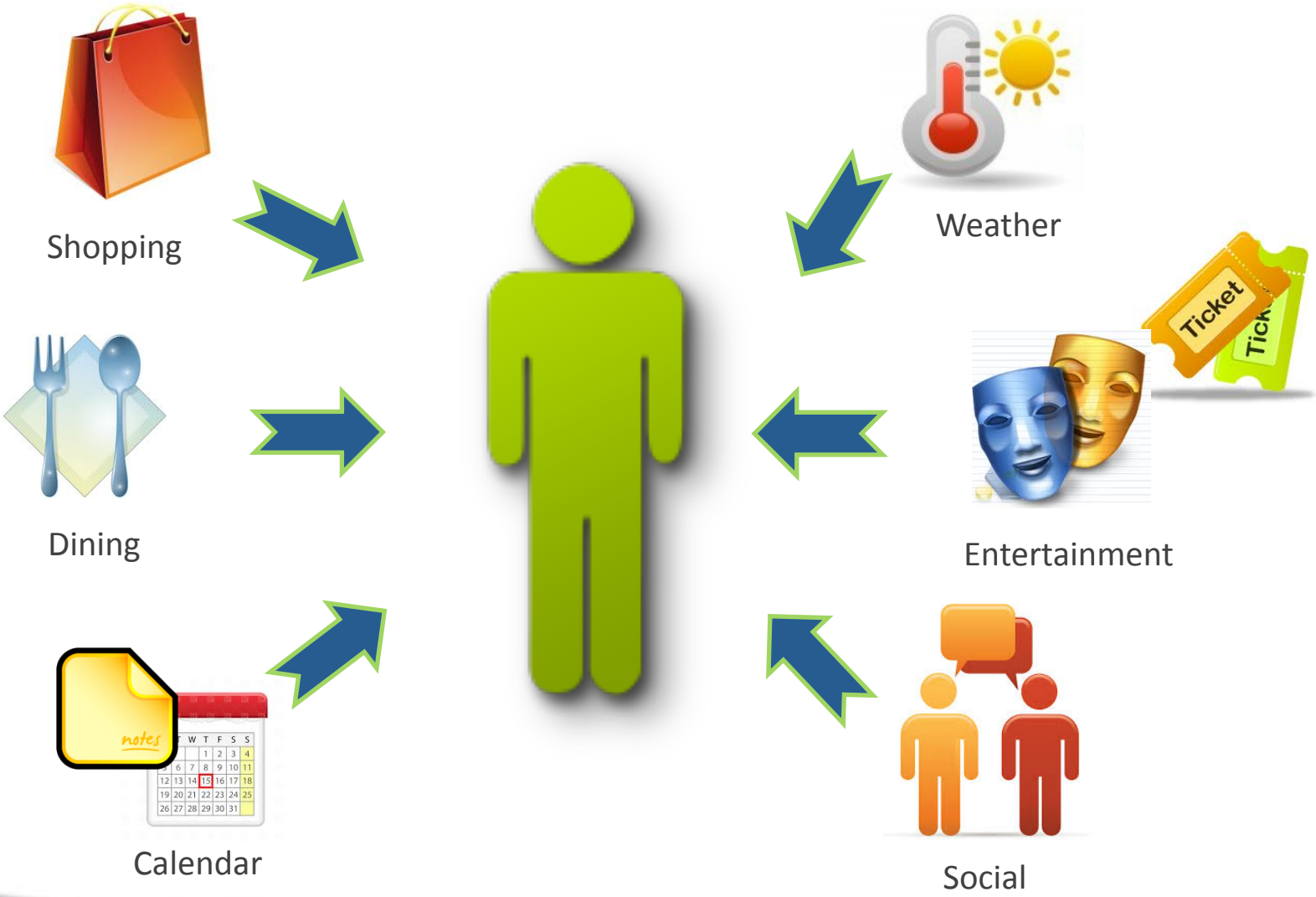
Contextual Experiences



Advancing Consumer Uptake

Keep it Simple

Innovation

- Integrate very basic scanner capability directly into smartphones to make scanning accessible to all users
- Fundamentally enable high value commercial differentiation in applications that utilize the basic scanner functions

Collaboration

- Build out commercially based ecosystem that actively addresses potential threats, phishing, malware and the like—delivering only safe data to consumers
- Partner with standards organizations for access to commodity data to ensure ubiquitous and normalized access for all app developers

Development

- Industry Trade Organizations develop and maintain best practices to "Good Housekeeping" seal of approval like consumer friendliness
- Commercial providers add value with products and services that are best practices compliant ensuring brands get the best return on their investment using the technology

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Innovation

Integrate very basic scanner capability directly into smartphones to make scanning accessible to all users

- Basic standardization forms the building blocks that enable ecosystem to more easily develop products
- Built-in scanner helps to increase consumer awareness and behavior

Fundamentally enable high value commercial differentiation in applications that utilize the basic scanner functions

- Fuels app development community and advances product innovation
- Allows for brand differentiation by delivering distinct user experiences

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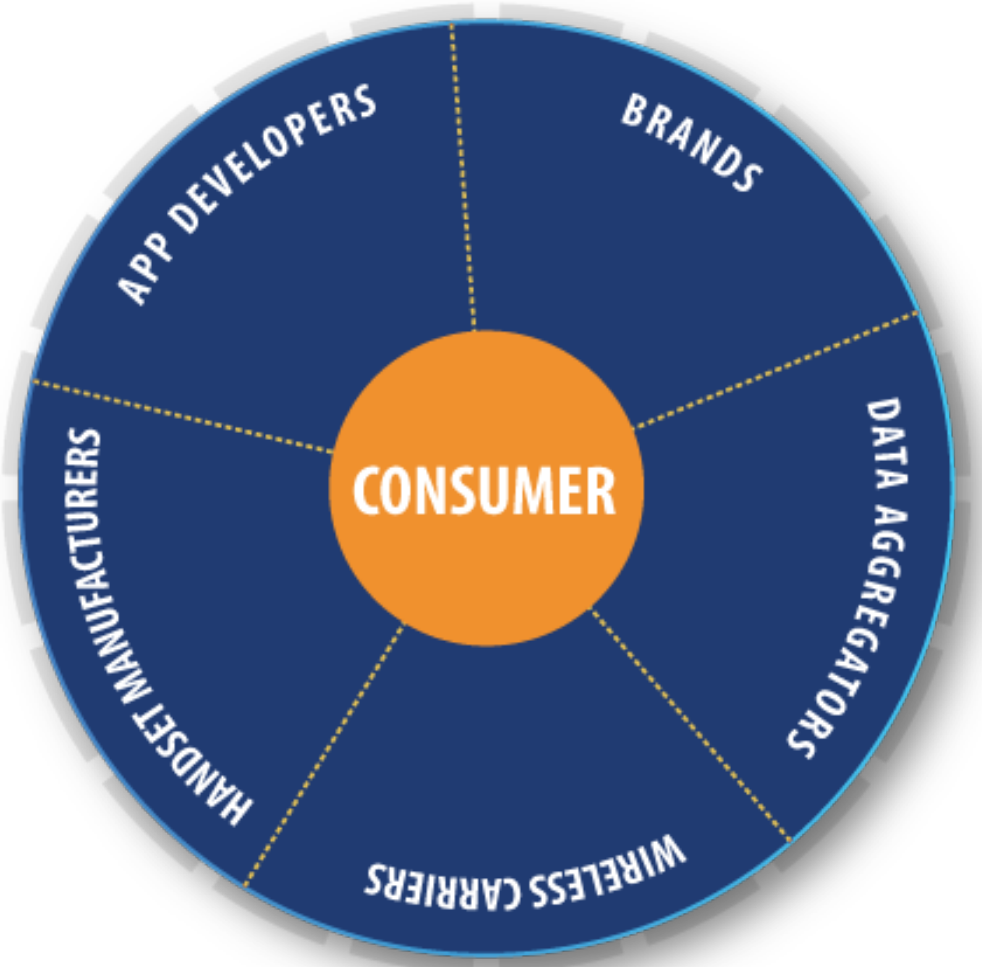
Collaboration



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Development

Industry Trade Organizations develop and maintain best practices like "Good Housekeeping" seal of approval for consumer friendliness

- Consumers get frustrated with incorrect, incomplete or malicious information
- Must trust, scanning a code has valuable informaiton that is certified by the brand

Commercial providers add value with products and services that are best practices compliant ensuring brands get the best return on their investment using the technology

- Brand owners put at risk brand value and consumer loyalty if technology doesn't work or delivers a non-professional experience

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ScanLife Case Studies

Pepsi Launches the Promotional Barcode

May 29, 2013 Press Release:

"…Consumers can access different areas of entertainment, events and digital experiences by scanning the bar code of any 'Pepsi' from mobile BIDI application. An innovative promotional tool that allow users to download music, get VIP tickets triples for the 20 concerts that the brand has planned for the summer, participate in Pepsi DJ, music mixing application directly online and win trips to Ibiza." "…**available on more than 70 million cans and bottles of Pepsi** …"

70M

cans and bottles of Pepsi will include our BIDI logo

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Placement & Context
Coca-Cola Euro Cup

Goal:
Community building

Strategy:
Brand connection

Media:
Packaging

- Exclusive video
- App download
- Social media

… and value for the business

✓ Build a community of brand ambassadors

✓ Leverage social networks

✓ Build consumer insights

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Product Education to Close Sales

Gillette

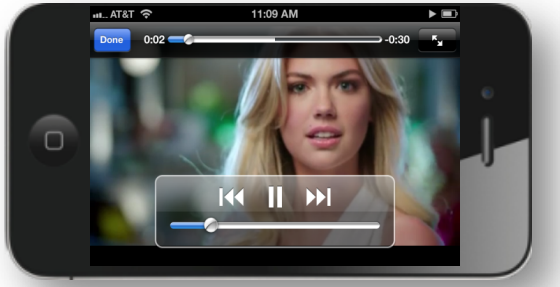
Goal:
Increase conversion

Strategy:
Product Info

Media:
Print

Value for the end-user

- ✓ Video series
- ✓ Buy now option
- ✓ Product reviews



Value for the business

- ✓ Mcommerce
- ✓ Product education
- ✓ Campaign awareness

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Key Take Aways

1. Millions of consumers are scanning mobile barcodes (1D, 2D and other industry technologies like NFC)

2. Consumers are scanning a wide variety of product categories and are interested in contextual experiences

3. The industry potential is enormous, and can be harnessed partially through innovation, collaboration and development

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Questions & Answers

Scan to receive more information about ScanLife

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