



Scanbuy Provides 'Bidi' 2D Barcode Solution for Orange, Telefónica, and Vodafone in Spain

Interoperable system to work across the country's three major mobile operators, making the camera phone an essential device for easy navigation

New York, NY – July 9, 2009 – Scanbuy, Inc., a global leader in mobile marketing solutions, today announced the launch of an interoperable 2D (two-dimensional) barcode system for Orange, Telefónica Móviles, and Vodafone, who together provide wireless services to 98 percent of Spain. The three operators will use Scanbuy's complete mobile barcode solution to create an interoperable ecosystem of independent Code Management Platforms and barcode reader applications. This means that codes can be created from one operator's Code Management Platform and be seamlessly read by the mobile application on another operator's handset. The complete service will locally be known as "Bidi," short for bidimensionales ('two-dimensional' in Spanish).

Scanbuy's solution allows marketers, media providers and individuals to use the Code Management Platforms (CMP) to create, edit, and track 2D barcodes. The codes are then scanned from a camera phone to give people immediate access to digital content like product discounts, videos, contact information, and more. The scans from each mobile device are passed through a Code Clearinghouse on each CMP that directs the content to the correct operator platform to deliver the appropriate content. The system will generate Datamatrix codes and EZcodes™ which are two of the most popular mobile 2D code formats in the world.

"We are thrilled to be launching our complete 2D barcode solution with the three largest operators in Spain," said Jonathan Bulkeley, chief executive officer of Scanbuy. "The level of commitment from all parties should act as a model for how a market can launch a scalable and interoperable mobile barcode system."

Telefónica had already been promoting the Bidi service since 2008 and codes are being used successfully throughout Spain by a number of major brands like Caja Madrid, Yellow Pages and Volkswagen. Telefónica has also preloaded the mobile application on about three million devices across different manufactures and operating systems.

The mobile application, also called Bidi, allows users to scan 2D barcodes with a standard camera phone to automatically launch the action behind the code. Using a 2D code and the camera phone to navigate makes it easier to discover specific content and eliminates the need to type in lengthy Web addresses or search for information by keywords. If a user does not already have the application on their phone, they can download it for free at bidi.getscanlife.com from the mobile browser.

"This technology will give our subscribers easy access to mobile information and content," said Rafael Ramiro, General Director of Audience and Advertising Line of Business in Orange Spain. "With just one scan, someone can download a specific ring tone or watch the latest sports highlights. Everything can now become more interactive."

"We are very pleased to be one of the first major markets in the world to launch such a comprehensive 2D barcode system," said Iñaki Cabrera, Director of Internet Services at

Vodafone Spain. "The Bidi solution will change how we all use the mobile phone and how businesses use mobile marketing to provide relevant and engaging information."

Telefónica and Vodafone have officially soft-launched the service, while Orange will join in the coming weeks. The three operators, who cover more than 50 million subscribers, will be offering the solution to major marketers and media providers. Interested parties can request more information at info@scanbuy.com.



***BIDI GTI: Captúralo con tu móvil y podrás ser uno de los primeros en descubrir el nuevo Golf GTI.**

Captura este BIDI con tu móvil y podrás descargar gratuitamente el contenido multimedia para móvil, además tendrás acceso en cualquier momento a toda la información relacionada con el nuevo Golf GTI como navegación Personal WAP y descarga de ringtones.

*No se cobra la aplicación y otros de servicios. Descárgala gratis accediendo BIDI al 084 8.084 o 200 y descarga según tarifas.
*Si quieres acceder al Portal WAP sin descargar la aplicación, envía BIDI al 3403 desde el número 0204 o 200.

www.nuevoGolfGTI.com



Das Auto.

Image of a Volkswagen ad using Bidi in Spain

About Scanbuy

Scanbuy is the leading global provider of mobile barcode solutions that use the camera phone as the link between the physical world and the digital world. The ScanLife solution consists of a mobile application, Code Registry, Code Clearing House and Code Management Platform. The technology has been successfully deployed and supported by leading mobile providers and handset manufacturers in the United States, Mexico, France, Spain, Italy and Denmark. Media companies and marketers use the solution to create and manage measurable 2D barcode campaigns, extending brand engagement onto mobile devices.

For more information on Scanbuy, please visit www.scanbuy.com or www.scanlife.com.

About Orange

Orange is a key brand of the France Telecom Group, providing mobile, broadband, fixed, business and entertainment services across Europe. It is one of the world's leading telecommunications operators with more than 170 million customers on five continents.

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About Telefónica

Telefónica is one of the world's largest telecommunications operators by market capitalisation. Its activities are centered mainly on the fixed and mobile telephony businesses, while its broadband business is the key growth driver underpinning both. It operates in 24 countries and has a global customer base of 260 million. Telefónica's growth strategy is focused on the markets in which it has a strong foothold: Spain, Europe and Latin America. Telefónica is a 100% private company, with more than 1.5 million direct shareholders.

About Vodafone

The Vodafone Group is the world's leading international mobile communications group with approximately 289 million proportionate customers as of 31 December 2008. Vodafone currently has equity interests in 27 countries across five continents and over 40 partner networks worldwide. For more information, please visit www.vodafone.com.

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