

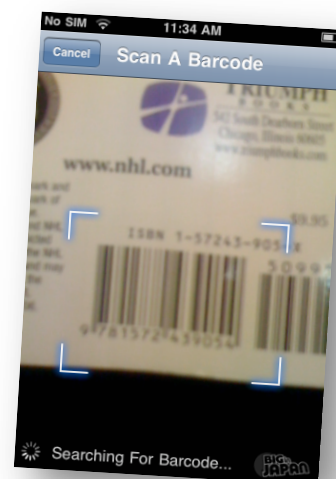


Barcode Scanner SDK for the iPhone

Supports 1D and 2D scanning on the iPhone 2G, 3G and 3GS

We are pleased to announce that we have released our Barcode Scanner SDK for the iPhone. Our primary hope is that by licensing our technology at no cost to developers and brands we can bring 1D and 2D barcode scanning into the mainstream. We believe barcode scanning is a great feature that would augment the user experience of any number of applications. By including a very simple, but powerful ad framework within our SDK we create an entirely new revenue stream for your application.

First released in late 2008, our 1D barcode scanning technology debuted on the first Google Android smartphone and our 2D barcode (QR Codes) scanning technology was one of the first iPhone applications accepted in the iTunes market. For almost two years millions of Android and iPhone users have scanned hundreds of millions of barcodes using our technology. Our latest version for the iPhone brings together all of our experience scanning 1D and 2D barcodes on several different platforms (iPhone, Android, Windows Mobile, Blackberry and Symbian).



Hundreds of man-hours were spent creating our latest library, but instead of attempting to license our technology for a fee, we have decided to offer it to developers for free. The catch? Simply agree to include our ad framework to display a relevant ad (based on user's location and product scanned) immediately following the barcode scan. The ad won't interfere with your UI and is very easy to dismiss. We only ask for 30% of the ad inventory – the developer can sell the remaining 70%, leave it blank or work with our team to sell it for him. We hope this is model creates a win-win for most developers. *FYI – this NEW SDK is not live in ShopSavvy so if you test ShopSavvy you won't be seeing this new SDK. This new SDK is faster and more accurate than our old version. We hope to get ShopSavvy running the SDK in the coming weeks. The old version didn't really scan 1D barcodes on 2G and 3G iPhones and it didn't scan 2D barcodes on ANY iPhone. Our new SDK supports 1D and 2D on ALL iPhones (Databar coming soon).*

Relevant Links:

Barcode Scanner Homepage:

<http://www.freebarcodescanner.com>

iPhone Barcode Scanner SDK with Demo App:

<http://bit.ly/scannersdk>

Barcode Scanner License:

<http://bit.ly/scannerlicense>

Demo of Scanning UPCs on legacy 2G iPhone:

http://www.youtube.com/watch?v=r_WMYL03arQ

Demo of Scanning QR or 2D codes on legacy 2G iPhone:

<http://www.youtube.com/watch?v=ALE7-nv6yCU>

Demo of Ad Framework:

<http://www.youtube.com/watch?v=ZHFcDzjGAJs>

