



SCANLIFE

THE COMPLETE MOBILE BARCODE SOLUTION

Mike Wehrs
President & CEO

Powered By



SCANBUY

What a mobile barcode enables?



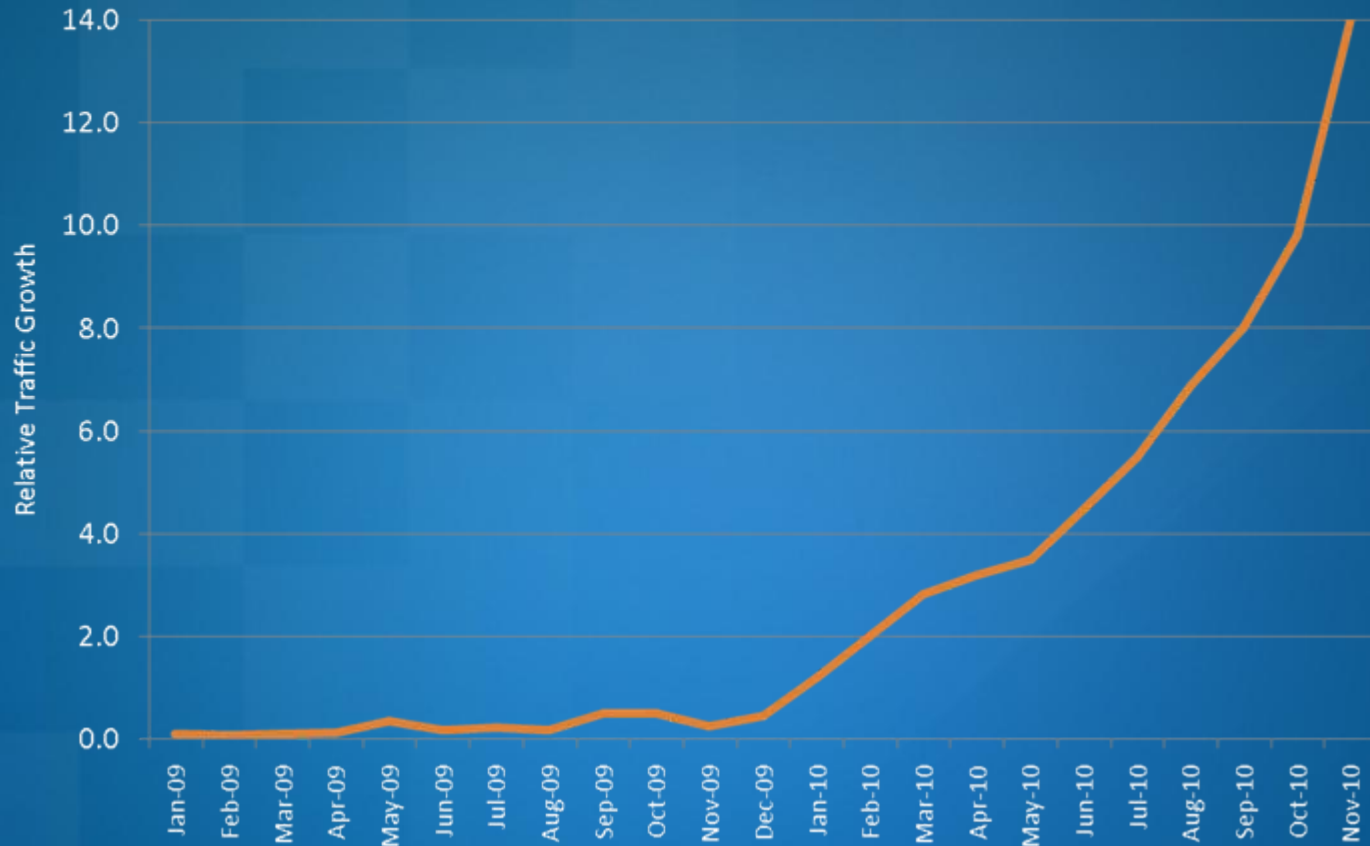
The Power of the Mobile Consumer

95% of all phones shipped with **Internet access** in 2010

42% have used a Smartphone to get **product info while in the store**

37% have used a Smartphone to **purchase something non-mobile**

Rapid Growth in Mobile Barcode Scanning



Traffic was up 16x in 2010

Starting in July 2010, there were more scans in a single month than all of 2009 combined

Mobile Barcode Solution

Universal Mobile
Barcode Scanner



 SCANLIFE



Code Management Platform
to Create & Edit Codes



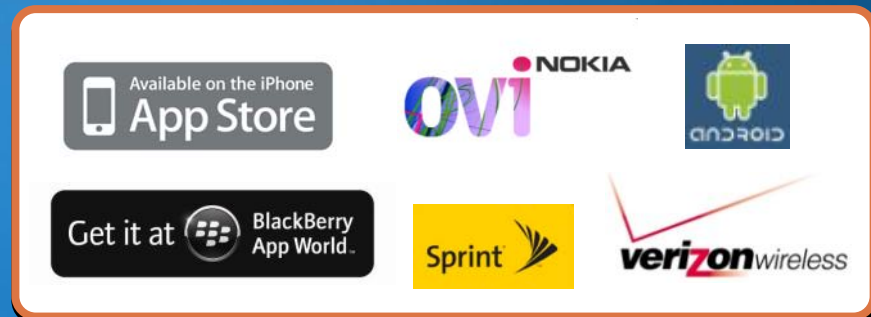
Reporting System to
Track Codes

Client Applications

Available to All Major Operating Systems :



Available from All Major App Stores:



Compatible with All Code Formats :



2D Codes Can Launch Any Mobile Action



Go to WEB



Save a Contact



Make a Voice Call



Send an SMS



Send an Email



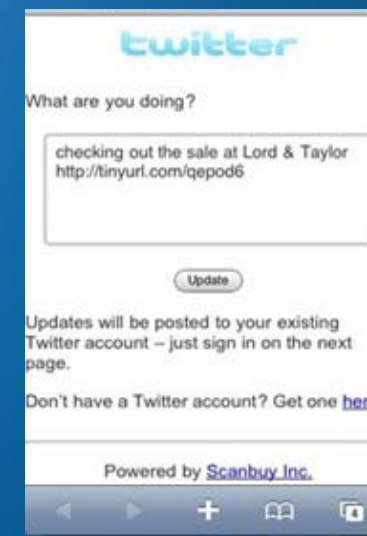
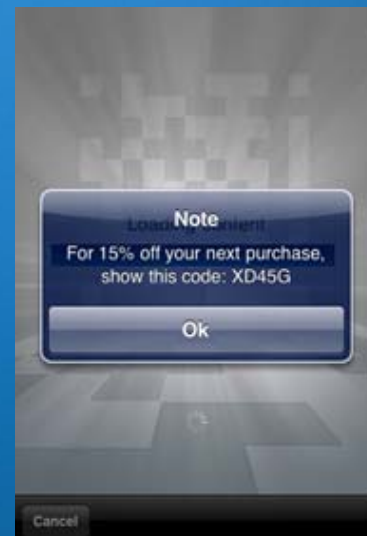
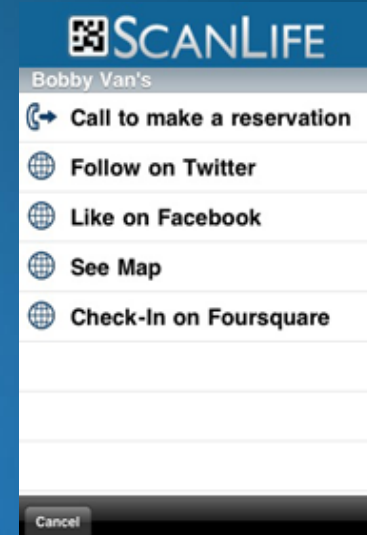
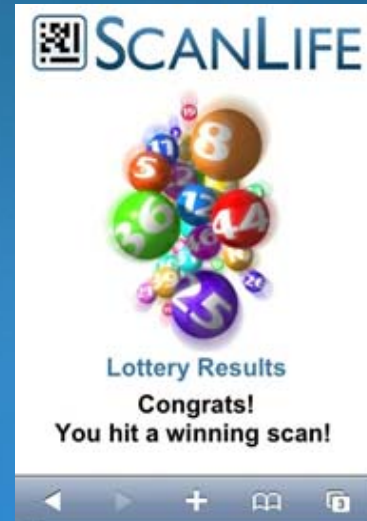
Lotto/Collection



Multi-Action Menu



Send Tweet



Each Scan Collects Valuable Data



Overview

Number of scans
Number of users



Who

Age
Gender
Income
Handset type



When

Time
Date



Where

City

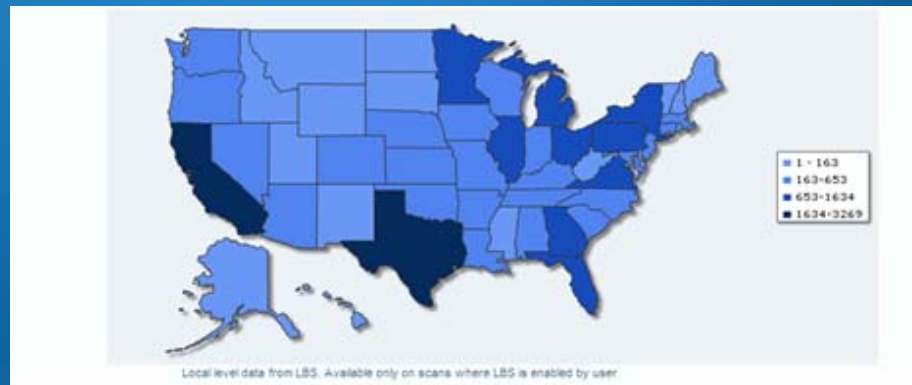


Publisher can return
customized content
based on data

View Performance and User Data



- 18 - 24 (372 Scans)
- 25 - 34 (321 Scans)
- 35 - 44 (225 Scans)
- 45 - 54 (182 Scans)
- 55+ (42 Scans)
- Under 18 (37 Scans)



ScanLife Campaign Examples



The Home Depot

The Home Depot is using the ScanLife system to centrally manage & track 2D barcodes

Launched in March, 2011 with codes in newspaper ads, direct mail and in-store

Codes link to a variety of content including How To videos, special offers, click to buy, & more

More saving. More doing. MARTHA STEWART LIVING

3 KITCHEN UPDATES FOR ANY BUDGET
Get started today—call 1-800-HOMEDEPOT, visit the store or find inspirations and calculators @ homedepot.com/getstarted

1 REMODEL WITH SPECIAL ORDER CABINETS & COUNTERS
Get an entirely new kitchen with the help of our design experts and licensed installers.*

\$133 PER LINEAR FOOT FOR A 10' X 10' KITCHEN \$2658**
SHOW: MARTHA STEWART LIVING MAIDSTONE SHOWN IN PURESTYLE FORTUNE COOKIE

STARTING AT \$59 PER SQ. FT. DELIVERED & INSTALLED EXCLUSIVE MARTHA STEWART LIVING™ COUNTERTOPS BY CORIAN™
• Designed to work with all the other products in the Martha Stewart Living line.
• By integrating cabinets, hardware and paint colors, you can create a style of your own.

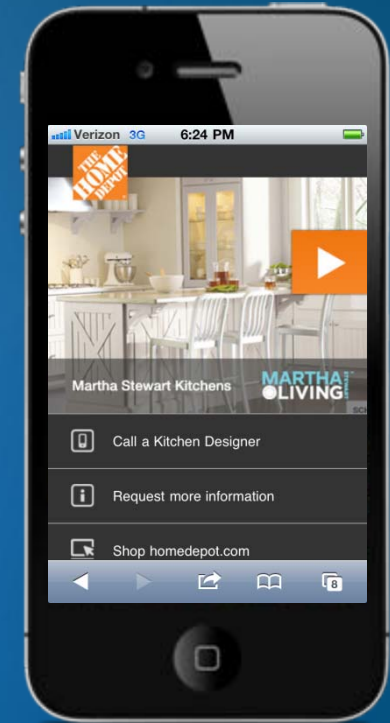
SCAN THE CODE FOR MORE MARTHA
Use your mobile phone to get exclusive tips from Martha, request more information or schedule an appointment.

If you don't already have a code reader, visit homedepot.com/scan or text HDSscan to 43588 to download a free app.

BUY MORE. SAVE MORE. ON CUSTOM CABINETS
INSTANT SAVINGS UP TO \$12,500**
on Special Order Kitchen Cabinets. Valid now through 3/30/11.

10% OFF**
SELECT INSTALLED SILESTONE® COUNTERTOPS
Valid 3/17 - 3/23/11.

FREE**
• SINK
• COLOR UPGRADE
• EDGE UPGRADE
With the purchase of select installed Silestone® countertops. A \$500 - \$1,000 value. Exclusions apply. Minimum purchase required. Valid 3/17 - 3/23/11.





Target Toy Catalog

\$5 COUPON
34.99
AFTER COUPON REG. 29.99
NEW LEGO HARRY POTTER Hagrid's Hut
204-00-0383 Ages 7 & Up.

\$5 COUPON
18.89
AFTER COUPON REG. 23.89
NEW PAPER JAMZ GUITAR
Rock out with this wireless, interactive guitar.
087-02-1565
Ages 8 & Up.

19.99
TEMPORARY PRICE CUT REG. 24.99
NEW HOT WHEELS RC STEALTH RIDES
Mini vehicle folds flat to fit in case that doubles as its remote control.
087-05-0667
Ages 8 & Up.

59.99
TEMPORARY PRICE CUT REG. 69.99
LEAPSTER EXPLORER LEARNING EXPERIENCE
204-04-0533
Ages 4 & Up.

\$10 COUPON
44.99
AFTER COUPON REG. 54.99
NEW GOGO MY WALKIN' PUP
Puppy makes sounds, wags its tail and loves to be walked with its remote-control leash.
086-08-0220 Ages 4 & Up.

FREE SHIPPING
on these toys and more at Target.com/hottoys

SEE HOW TO ROCK
SCAN this code*
TEXT JAMZ to TARGET(827438)**

SEE HER TRICKS
SCAN this code*
TEXT PUP to TARGET(827438)**

save on all the
HOT TOYS
of the season

49.99
ONLY AT TARGET
TOY STORY 3 ANDY'S TOYS GIFT PACK
087-06-2127
Ages 4 & Up.

19.99
TEMPORARY PRICE CUT REG. 24.99
NEW ZOOBLES GIFT PACK
086-02-1437
Ages 4 & Up.

\$5 COUPON
44.99
AFTER COUPON REG. 49.99
NEW BARBIE VIDEO GIRL
Video camera allows little directors to capture and edit their own movies.
086-06-0370
Ages 6 & Up.

44.99
TEMPORARY PRICE CUT REG. 49.99
NEW SPYNET VIDEO WATCH
Video camera and microphone record video, audio and take photos.
087-02-0454
Ages 8 & Up.

84.99
TEMPORARY PRICE CUT REG. 92.99
IMAGINEXT BIGFOOT
He's got over 80 actions and phrases. Includes a wireless, rechargeable remote.
204-03-0204
Ages 3 & Up.

BIGFOOT SIGHTINGS! WATCH HERE!
SCAN this code*
TEXT BIFFOOT to TARGET(827438)**

*Let us know how to use search codes on page 2 in the coupon book.
**See usage and data rates may apply.

Codes were placed in the holiday catalogs to show video demos and add to shopping list

Verizon DROID Campaign



Satisfy your app-etite.

With apps from Verizon Wireless, your phone does extra duty — as a search engine, a GPS navigation tool, a game console, even a video conference.

Verizon Wireless Media Store and V CAST Apps
Go online to find loads of cool apps, as well as the latest games, music, books and more, at the Verizon Wireless Media Store. Go to verizonwireless.com/apps, make your purchase, then download apps straight to your phone. You can also access apps directly from select 3G BlackBerry Smartphones with V CAST Apps.

V CAST™ Media Manager
Transfer pictures, videos and music between your phone and computer with just a USB cable connection. V CAST Media Manager also includes a media player and media management tools. Go to verizonwireless.com/vcast to download your free copy.

All company names, trademarks, logos and copyrights are the property of Verizon Wireless or the property of their respective owners. Downloaded content and apps may only be used on the device on which they are downloaded. If you change devices, you will need to re-download the content and apps to your new device. Use of apps downloaded on all devices may require certain device hardware and/or internet connectivity. Some apps/links are not available in this state.

Apps mobile™
Put the power in your pocket. Introducing our limited Verizon-to-Verizon calls and IM with anyone, anywhere in the world. Verizon mobile was available on America's Most Reliable Wireless Network™. Verizon Text Forward™ (VTF) to 3258 to download Apps mobile to your capable phone.

Android Market™
Download as many apps as your caffeine-fueled attention span can handle. Choose from thousands of apps. Download as well. Run them simultaneously. Multi-tasking and calling comes. Only with apps from the ever-expanding Android Market. To explore Android Market, click on the shopping bag icon on your Android™ device.

Google Apps
Open up a world of possibilities on your phone with Google Mobile Apps. Search the web and find local businesses and movie times with Google Maps™. Access your email on the go with Gmail™. Browse and watch videos with YouTube™. Get directions, see real-time traffic and much more with Google Maps™. To get Google Mobile Apps on your phone, point your mobile browser to m.google.com.

ScanLife
Turn your camera phone into a code reader. Download ScanLife, then just snap a picture of a UPC or 2D barcode and you'll get price comparisons, product reviews and more — right on your phone. Scan "SCAN" to 435888 for the ScanLife code reader. Message and data rates may apply. Scan the codes on this page to get info on featured apps.

Always
Real-time recommendations sent straight to your phone. Find book reviews, restaurant, events, music, books and an endless choice by the search, map, and text. No searching, no typing, no browsing required.



Latitude
Never worry about your ring group off in the wrong time again. Latitude automatically manages phone settings based on your location. Use location and time.




WAKE UP TO THE WORLD OF INCEPTION.

DISCOVER THE SECRETS OF MIND CRIME WITH VERIZON.
Here's an idea worth reading. Get all the details from this summer's biggest blockbuster right on your phone. Get exclusive content, go behind the scenes, and learn about those secrets you won't find anywhere else. Nobody takes you deeper into the world of Inception. But remember, once you go in, you may find it hard to come out.

THE MIND CRIME STRAIGHT HERE
Get exclusive content on your DROID mobile phone. Things you can't find any other way. The world awaits at m.fox.com.

Codes linking to Android apps have seen over **450,000 scans!**

RCR Wireless

Scan codes to visit:



Americas



China



Asia

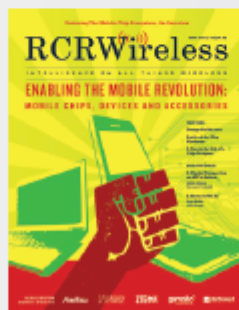


Silicon Valley



Austin

SPECIAL EDITIONS



Leading wireless industry trade publication using code to engage readers

Scan for a chance to win a **Moto Xoom**



Scan this code with ScanLife or other QR Code scanner and subscribe to RCR's YouTube Channel to be eligible to win a Moto Xoom courtesy of Scanbuy, Inc

Next Steps?

- Activate a ScanLife account at www.scanlife.com

Contact us:

P: (212) 278-0178

info@scanbuy.com



Scan for more info.

Text SCAN to 43588 or go to www.getscanlife.com to download for free.

Contact Info: Mike.Wehrs@scanbuy.com, #MWehrs, +1 425-829-3227