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## Scanbuy Granted Seven New Patents

FOR IMMEDIATE RELEASE

### Scanbuy Granted Seven New Patents for

#### Mobile 2D Barcode Technology

*Patents Secure the Functionality of Mobile Devices*

*to Decipher and Deliver 2D Codes through Server Gateways*

**New York – Jan. 15, 2008** – Scanbuy, a global leader in mobile 2D barcode and marketing solutions, today announced the approval of seven patents which cover a variety of elements relating to its integrated ScanLife Code Registry and Management platform.

Officially granted in 2007, each of the new patents enables a user's mobile device to decipher 2D codes and deliver digital content through a server gateway, offering the most convenient way for mobile devices to access information from the physical world. In addition, the patents cover new methods of processing and enhancing barcode images captured by a digital camera connected to a mobile device.

With its ScanLife platform, Scanbuy empowers marketers and content providers to extend brand engagement onto mobile devices through the simple creation and management of its proprietary EZcode 2D barcodes. ScanLife is compatible with all major operating systems and can read all major code formats. The state-of-the-art ScanLife Code Registry and Management platform has been deployed successfully in France, Spain, the Philippines, China and the United States.

After several years of technology development, Scanbuy has amassed valuable intellectual property in 2D code technology, with more than 20 patents still pending. The seven patents recently secured include:

- Patent No. 7287696 and No. 7156311 – A system and method for decoding and analyzing barcodes using a mobile device, and communicating with a server to deliver media content back to the device.
- Patent No. 7296747 – A visual code system (EZcodes) wherein camera-equipped mobile devices are used to identify and decode images that contain one or more "visual codes."
- Patent No. 7309015 – A Mobile Device Gateway managing the interaction between vendors and end users, determining preferences and aggregating information into a WAP page.
- Patents No. 7245780, No. 7168621 and No. 7242816 – Various systems and methods for enhancing images of barcodes and similar objects taken by a digital camera connected to or embedded in a mobile device.

"Scanbuy's breakthrough in analyzing and delivering 2D code content through central servers makes it possible to effectively target and measure results, enabling marketers to get the most out of their campaigns," said Jonathan Bulkeley, Chief Executive Officer of Scanbuy. "Each patent signifies an important step in securing the intellectual property needed to lead this emerging industry, as we continue to grow in markets around the globe."

#### About Scanbuy

Scanbuy is the leading global provider of mobile marketing solutions that use the camera phone as the link between the physical world and the digital world. Scanbuy's 2D barcode capture technology is revolutionizing the way media companies, marketers, handset manufacturers and carriers around the world provide information and services to consumers on their mobile phones. Founded in 2000, Scanbuy has a strong and growing intellectual property base in 2D barcode technology. The company's investors include Longworth Venture Partners, Masthead Venture Partners and Hudson Ventures.

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