

Ecrio 'Beams' Barcodes From Mobile Phones to Scanners

MoBeam(TM) Service to be Integrated Into the Visa Mobile Platform

CUPERTINO, Calif., February 12 /PRNewswire/ – Ecrio, a leader in real-time communications and commerce software for mobile phones, today launched MoBeam(TM), a patented new service that bridges the gap between mobile handsets and the global barcode point-of-sale infrastructure. This new service will be available globally; Visa International, a leader in payment services, has agreed to integrate MoBeam barcode technology into Visa's recently announced mobile platform.

In addition to the service launch, Ecrio announced that the MoBeam value projector already has been tested on several leading mobile phones, including the ASUS P525, the Hewlett Packard iPaq, the Motorola Q, and the Palm Treo. All of these models will be exhibited from February 12-15 at the 3GSM exhibition in Barcelona, Spain.

For years, technologists have known how to send barcode information to mobile phones (via email, WAP, SMS and more), but have been unable to transfer that barcode information (for tickets, coupons, gift cards, etc.) from the handset to barcode scanning devices. Issues with screen resolution, reflection and other technical limitations have prevented scanners from effectively "reading" barcodes displayed on a mobile device screen. MoBeam finally solves these longstanding problems, enabling the instant transmission of any barcode sequence from handset to scanner.

"MoBeam is the missing link between today's mobile consumer and a worldwide commerce infrastructure based on barcodes," said Nagesh Challa, Ecrio Chairman and CEO. "For instance, a traveler using mobile search functions can be sent a digital coupon, easily redeemed at point-of-sale via the traveler's handset."

Challa concluded, "With over 35 million scanners in place across the United States alone, the existing barcode network will be in place for years to come. We look forward to helping retailers, financial services companies, carriers, handset makers and other barcode partners take advantage of an ecosystem that delivers tickets, coupons, gift cards and more directly into the hands of consumers."

Patrick Gauthier, Senior Vice President of Innovation for Visa International, said "Ecrio shares our commitment to deliver the convenience of mobile payments and services to consumers worldwide. We see MoBeam as a valuable enabling technology for barcode based value added applications using the recently launched Visa mobile platform."

Added Dr. Alex Sun, Vice President of ASUSTeK's Wireless Communication business unit, "As a leading handset supplier to several major European wireless operators, ASUSTeK is pleased to have the MoBeam technology showcased on our phones during 3GSM. MoBeam offers a whole new class of application that we expect will readily be embraced by today's mobile, savvy consumer -- regardless of geography."

Several companies in the current barcode ecosystem have expressed interest in MoBeam, along with major retailers and carriers. Others interested in attending a demo of the MoBeam technology at 3GSM are encouraged to contact Ecrio VP Marketing Larry Loper at lloper@ecrio.com

About

Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time communications and commerce software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators. Ecrio offers solutions for Instant Messaging and Presence Services (IMPS), IP Multimedia Subsystem (IMS), Push to Talk over Cellular (PoC), and a range of mobile commerce solutions. Ecrio's customers include mobile industry leaders such as NTT DoCoMo, Lucent, NEC and Panasonic. www.ecrio.com