

ECRIO™ LAUNCHES MOBEAM™ BLUETOOTH-ENABLED BARCODE SOLUTION

Keychain Device works with Mobile Phones, Internet to Bridge the Digital Redemption Gap

PALM DESERT, Calif. and CUPERTINO, Calif., Jan. 28 -- At the DEMO 08 conference today, Ecrio unveiled a Bluetooth-enabled version of its MoBeam™ digital barcode solution. The enhancement lets users receive offers on their phone via SMS, WAP, or email, and redeem them via a small light emitting diode (LED) on the MoBeam device. In addition, retailers can install simple Bluetooth 'transponders' in their retail outlets to transfer offers directly to the MoBeam device.

"Ecrio's MoBeam technology links today's mobile consumers with their retailers of choice, creating new revenue opportunities for retailers, newspapers, traditional coupon 'ecosystem' vendors, and Web portals," says Chris Shipley, executive producer of the DEMO conferences. "MoBeam eliminates the need for paper, making it a very timely 'green' solution, without requiring any infrastructure change by the retailer."

Ecrio's MoBeam technology uses a light source on a small keychain-based device to originate the long-and-short sequencing of a standard barcode. A standard laser scanner - like those in use in over 35 million brick-and-mortar retail locations in the US - interprets those light beams exactly as it would the reflection of a printed barcode.

Traditional attempts to send barcode-enabled values to mobile phones — with POS systems then scanning those barcodes off the mobile display — have failed. Issues with reflection, resolution, and more prevent the predictable scanning of a barcode from a mobile phone screen. MoBeam solves this problem by pairing its small keychain-based device with the user's mobile phone via Bluetooth.

"MoBeam bridges the gap between today's mobile consumer and a worldwide commerce infrastructure based on barcodes," said Nagesh Challa, Ecrio CEO. "We look forward to helping retailers, financial services companies, carriers, handset makers and other barcode partners take advantage of an ecosystem that delivers coupons, loyalty and gift cards, tickets and more directly into the hands of consumers."

About Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time communication and mobile commerce software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators. Solutions include IMS based applications, such as Instant Messaging (IM), VideoShare, Voice over IP (VoIP), and Push to Talk over Cellular (PoC); and mobile commerce applications, including NFC and MoBeam™ mobile barcode

redemption. Ecrio's customers include industry leaders such as NTT DoCoMo, Visa, NEC, Panasonic, Sharp, Fujitsu, Sony Ericsson, Mitsubishi, ASUSTeK and Pantech.

Visit www.ecrio.com.

About DEMO

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information, visit www.demo.com.

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