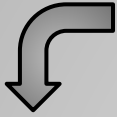
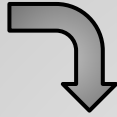


How barcodes are used in stores and inventory



Scanner scans code



Bar Codes

Used to encode items in black and white strips.



Identifies the item as...



Other uses of barcodes



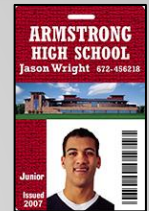
Advertisement



Games & Entertainment



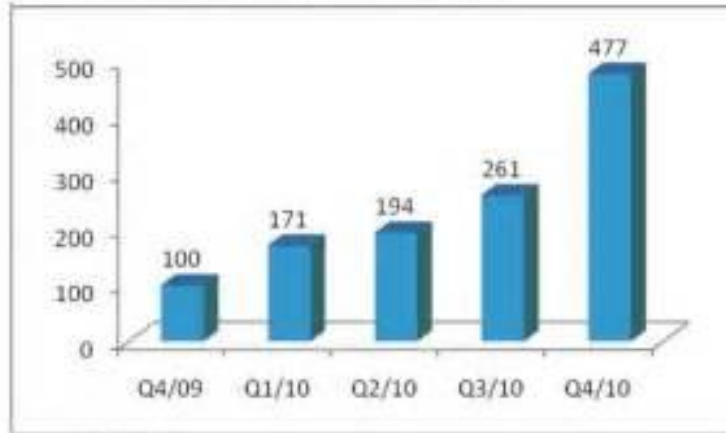
Medical



Student Identification



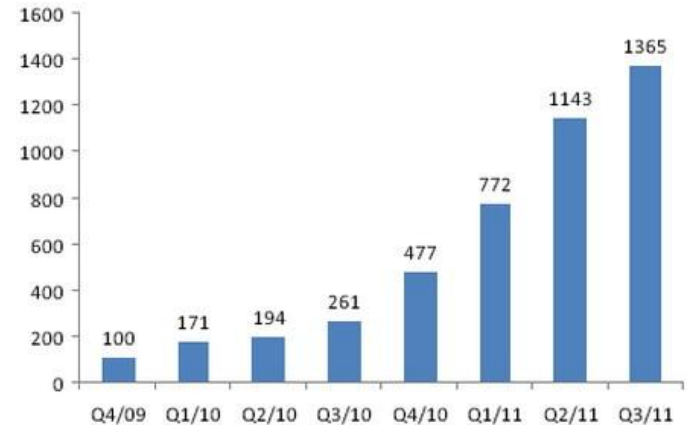
Global growth in mobile barcode usage Q4/2009 - Q4/2010



(basis: Q4/09 = 100)

Source: 3QVision - January 2011

Global Growth in Mobile Barcode Usage Q4/2009 - Q3/2011



(basis: Q4/09 = 100)

This graph shows the growth in mobile barcode usage from 2009-2010.

This graph shows the global growth of mobile barcode usage from 2009-2011.