

**NFC**  <sup>TM</sup>

**by mobilead**

**Convenient access to Content**

  
**mobilead**

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GS1 – France  
Tuesday, June 30th, 2009



## Convenient access to Content

- **Con·ven·ient** adj. [kən-vēn-yənt]
  - Anything that is intended to save time, energy or frustration
  - Designed to make your life easier
  - Suited to a particular situation
  - Being near at hand
  - For anyone to use
- **Never Forget Customer needs**
  - Easy to use
  - Intuitive
  - Non intrusive
  - Contextual
  - E-inclusive
  - Anonymous

Objects as keys from the real world to the digital one,  
managed in a simple, consistent and interoperable way



# mobiLead – Internet of Things enabler

- **mobiLead** provides an innovative and consistent solution to connect corporations with end users, consumers or patients, through objects, using optical and radio frequency identification systems (RFID).
- **mobiLead** is a GS1 Worldwide Solution Provider, member of GS1 Global Standards Management Process Working Groups (GSMP)
  - GSMP Mobile Commerce, Extended packaging Work Group (WG)
  - GSMP Multiple BarCodes Work Group (WG)

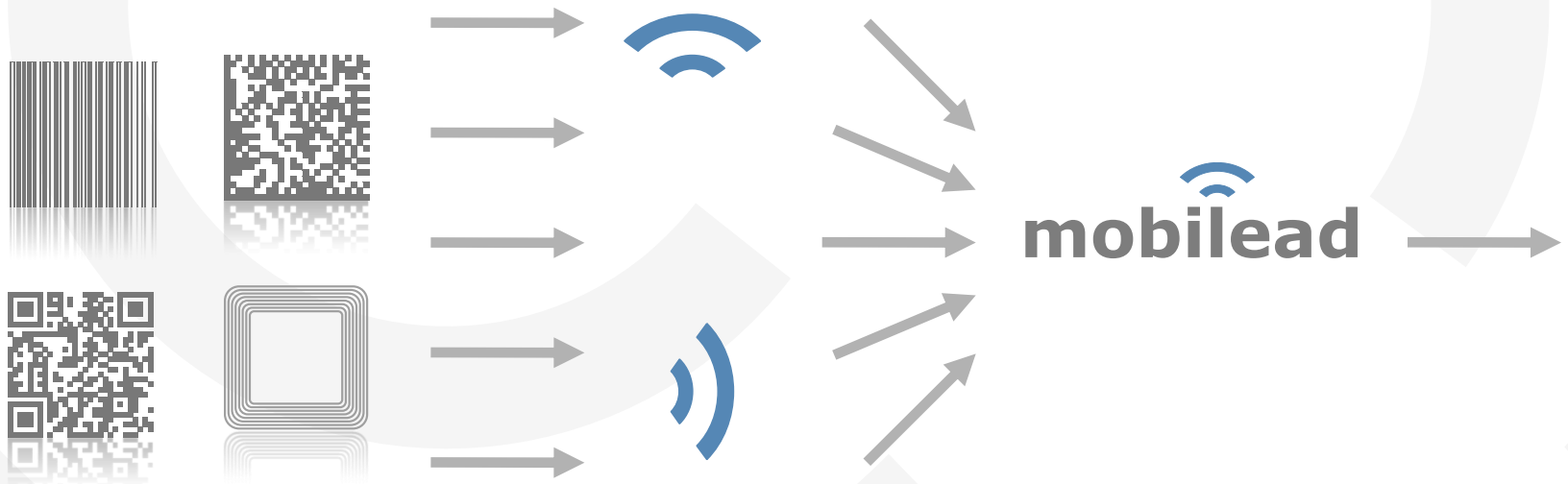
**mobiLead** is a member of the Forum Nokia Developer Program.





## Optical and radio access to online Content

- **mobilead** increases the number of Channels to the online Content (Webcam, Camera phone, NFC USB readers, NFC compliant phones... )
- **mobilead** enables access through technical and business partnerships
- **mobilead** helps corporations to be reached by their users, consumers or patients through a maximum of channels



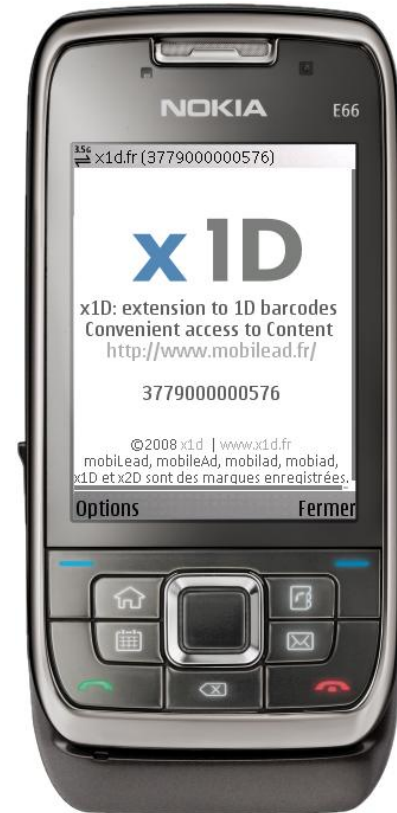


## mobiLead – x1D, extension to 1D barcodes

- from EAN/UPC barcodes to brands



UPCODE





# mobiLead - x2D, extension to 2D barcodes



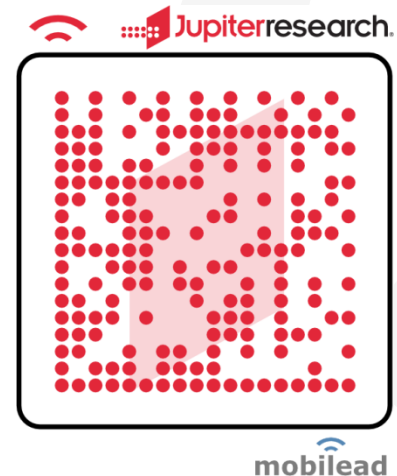
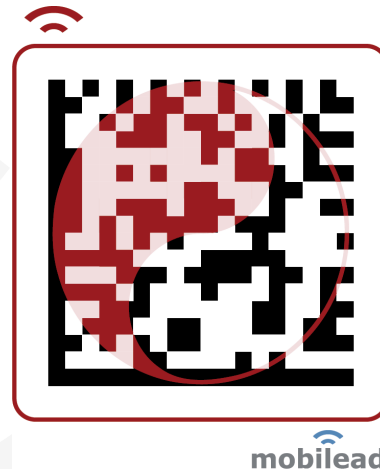
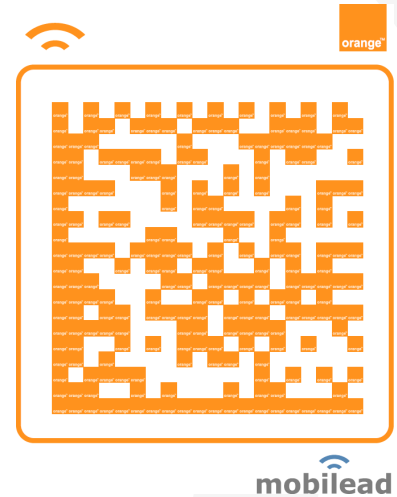
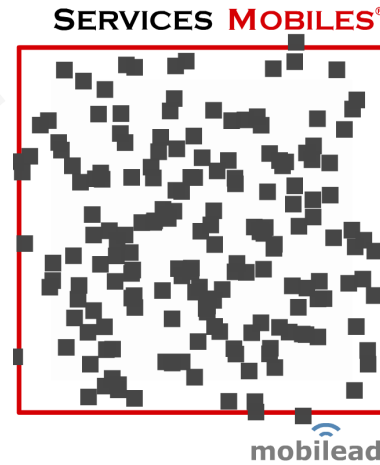
Marketing minded, driven by innovation

2D barcode graphical generation

- Watermarked
- Animated (Adobe flash)

Unified IDs management tools (1D, 2D barcodes and NFC)

- Contextual approach
  - explicit (parameters)
  - implicit (location, rules..)
- Private by design
- Highly scalable

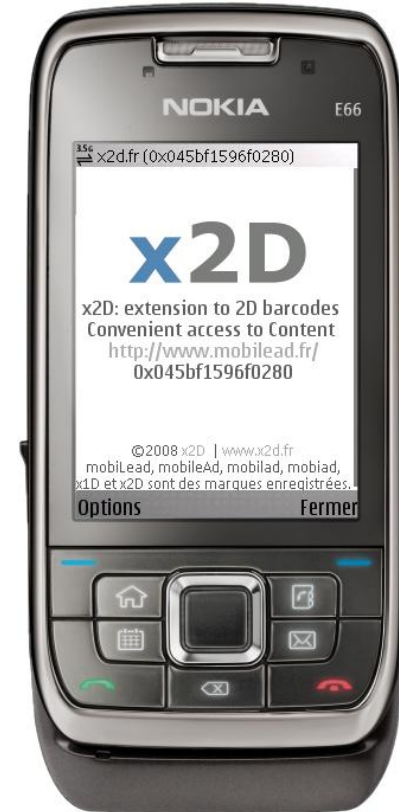
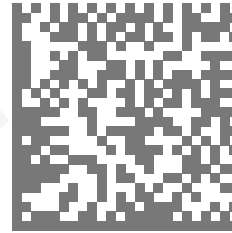




# mobiLead – 2D and NFC shortcuts

# NFC

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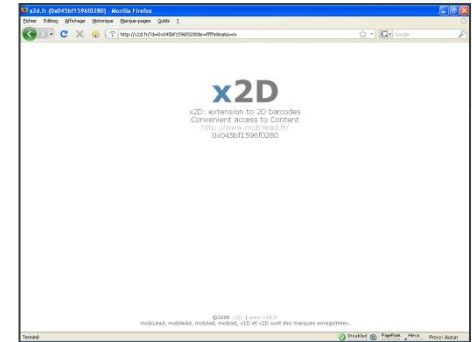
NFC

2D



## mobiLead – 1D, 2D and NFC shortcuts

- Unified and convenient access to Content

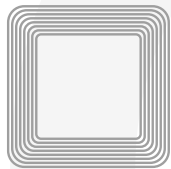


PC (NFC, 2D)



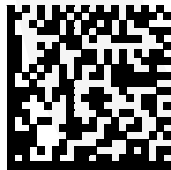
NFC

1D, 2D



→ mir:ror by violet.

→ touchatag



→ NOKIA

→ UPCODE



→ NEOMEDIA Technologies

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Logs

Parameters



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