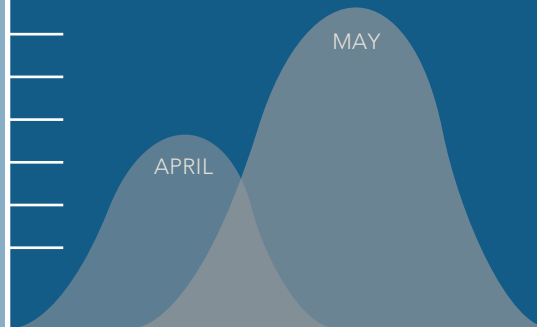


MOBILE BARCODE

Q2 2011

TREND REPORT



SCANLIFE

INTRODUCTION

Welcome to the mid-year edition of the ScanLife Mobile Barcode Trend Report from Scanbuy. The adoption rate of mobile barcodes by both code publishers and end-users continues to move very rapidly, and this report clearly demonstrates the changes we're seeing every day.

This report looks at the overall growth in barcode scanning, details 2D (QR) code publishing trends, 1D (UPC) code scanning trends, and finishes with some audience profile data about the end users.

Some of the key takeaways from this report include:

- A year ago, the ScanLife system was processing 10 scans per minute, and it now does **1 scan per second**.
- Scans come from over **125 different countries** every day.
- 2D barcode scanning is currently outpacing the growth of 1D barcodes, a major shift from 2010.
- Over **45,000** 2D barcodes were generated from the ScanLife platform in the 2nd quarter, a 300% increase from a year ago.
- Over **400,000** unique UPC codes, or products, were scanned by the ScanLife app in a single month.
- The number of females scanning increased 13%, and the 35-44 age-group increased 8% from the last quarter showing a continued trend toward the mainstream.

Unless otherwise indicated, the data was collected globally from the ScanLife platform from April 1st, 2011 to June 31st, 2011. The data is a cross-section from the ScanLife app, and a variety of other 3rd party apps that are able to scan standard QR Codes.

Total Scans

A year ago, the ScanLife system was processing 10 scans per minute, and it now does 1 scan per second.

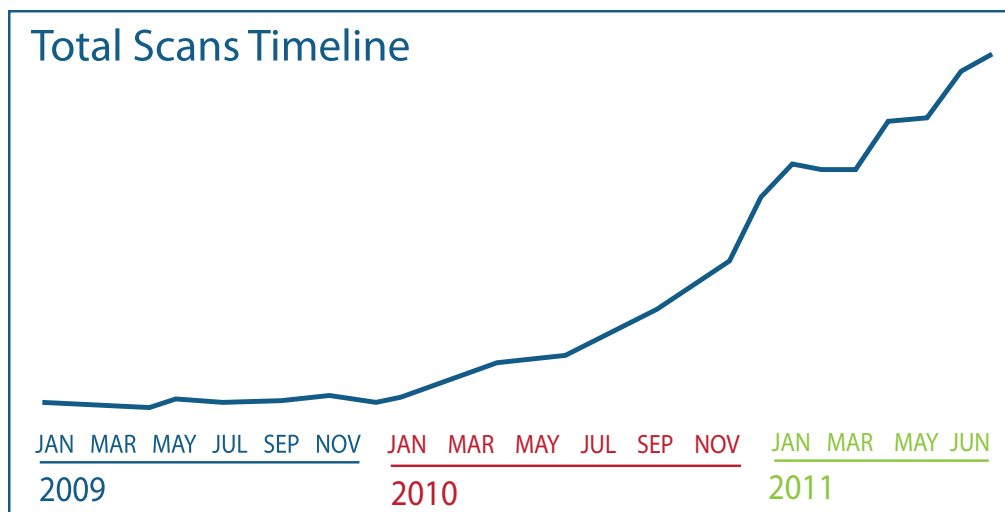
Q2 2010



Q2 2011



Total Scans Timeline

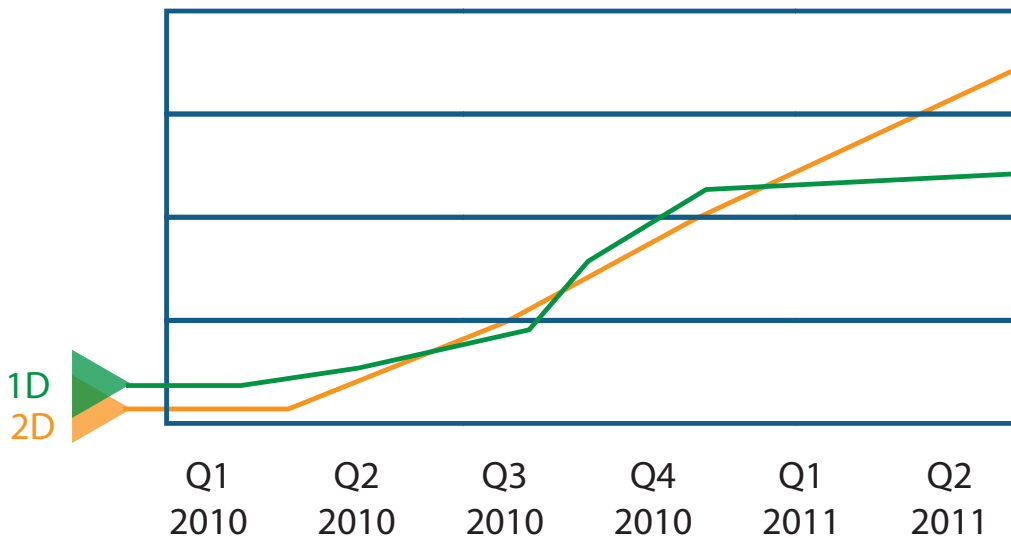




Ratio of 1D and 2D Barcode Scanning

Key Takeaway:

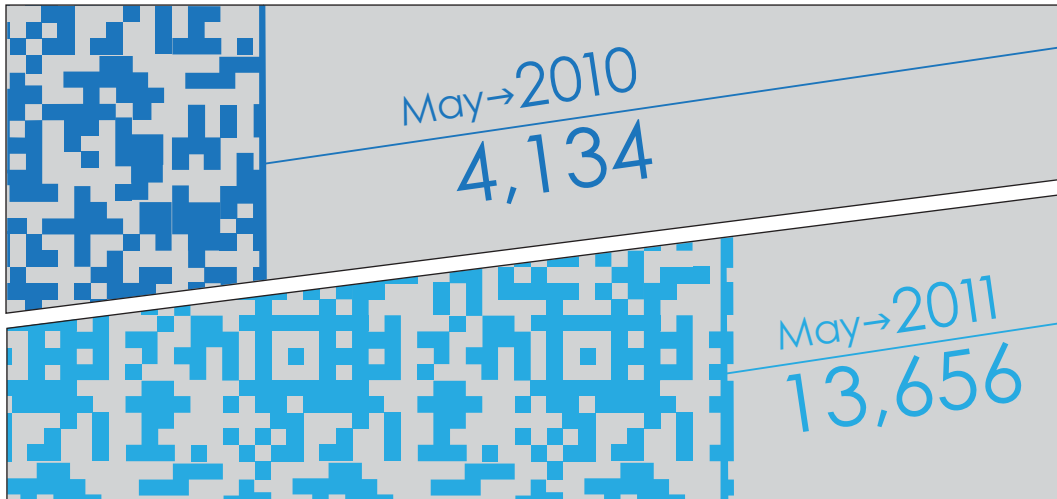
- This chart displays the rapid and constant growth of 2D barcode scanning, and the rather static nature of 1D scanning since the holiday shopping season of 2010.
- The slowing growth of 1D scanning may reflect consumer sensitivity to price during the fourth quarter when a high volume of shopping occurs.



2D Codes Created

Key Takeaway:

- One way to gauge the growth of 2D barcodes, like QR Codes, is to look at the amount of codes generated, and likely published in the market.
- There was an increase of over 300% from a year ago, as almost 14,000 codes were created in the month of May from the ScanLife platform alone.



Top 2D Barcode Campaigns by Industry

Key Takeaway:

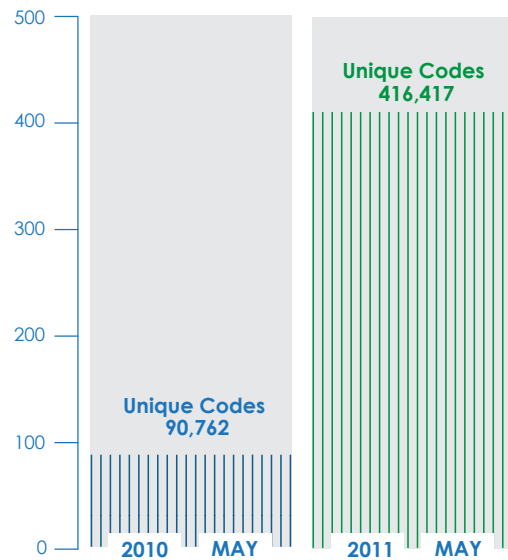
- A look at the top 2D barcode marketing campaigns by industry shows that retail and wireless continue to dominate which reflects the relevance of the mobile device for that audience.
- Consumer Packaged Good campaigns are starting to make a strong showing as QR Codes are used on products, store displays, FSI's (free standing inserts), and print ads.



Unique UPC Codes

Key Takeaway:

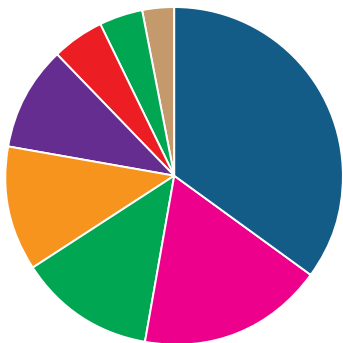
- Over 400,000 unique UPC codes, or products, were scanned in a single month.
- The number of scans per user (3.2) shows the diversity of products being scanned.



Top Product Categories Scanned

Key Takeaway:

- The category distribution of scans remains consistent from all previous reports.
- Most people are still scanning everyday products like food and personal care items.



35% FOOD & DRINK

10% ELECTRONICS

18% HEALTH & BEAUTY

5% TOYS

13% BOOKS

4% GAMES

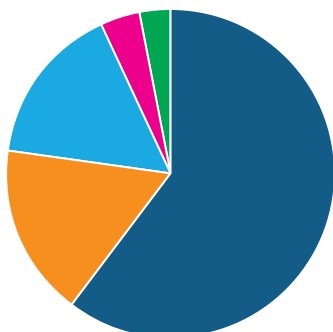
12% DVDS

3% OFFICE PRODUCTS

Most Used Features from UPC Codes

Key Takeaway:

- Most people continue to use 1D codes to help save them money, and online price comparison has actually grown since 4Q 2010.
- However, this does mean that users are using this information to only buy products online. In fact, many people claim to use this feature to validate a price, or help negotiate a deal in the store.



61% ONLINE PRICES

4% LOCAL PRICES

17% COUPONS

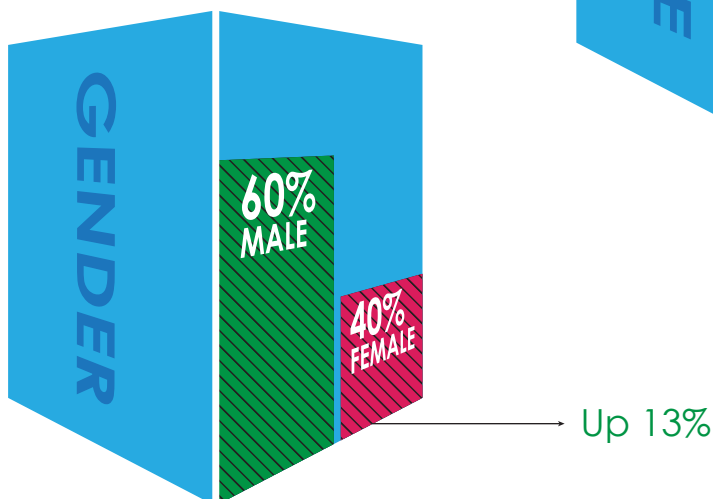
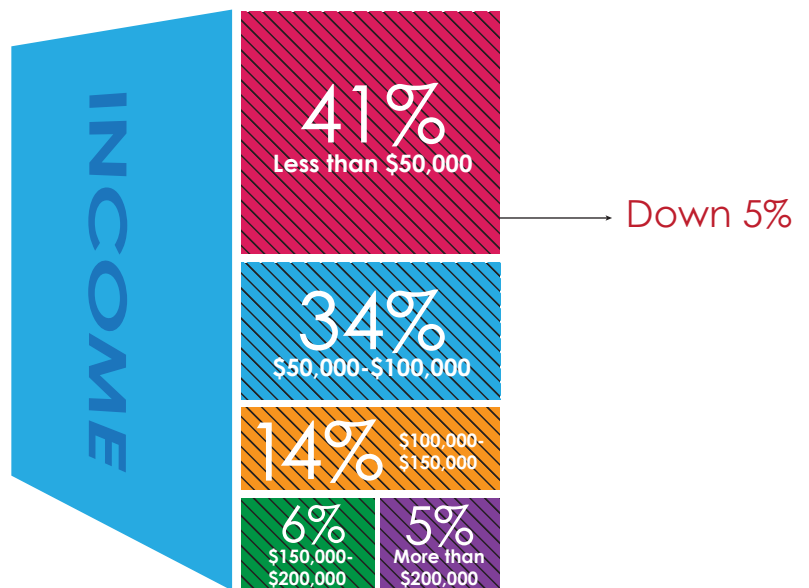
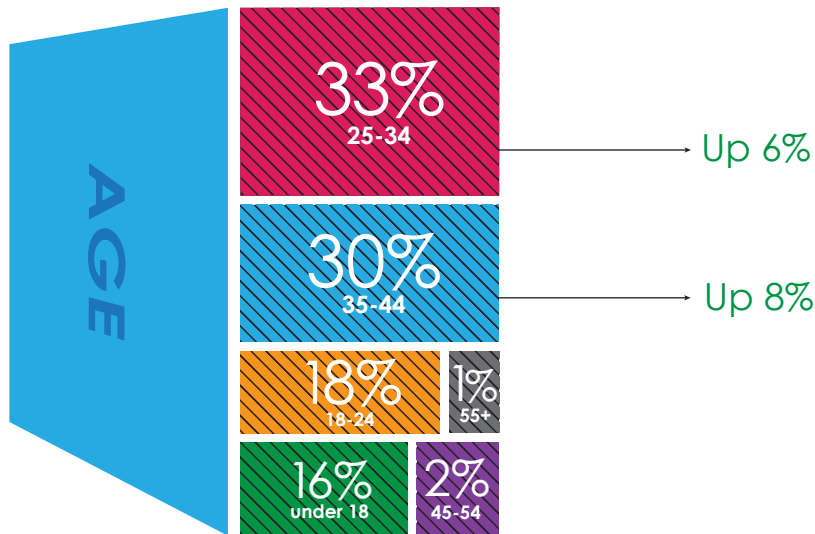
3% REVIEWS

16% PRODUCT DETAILS

Demographics

Key Takeaways:

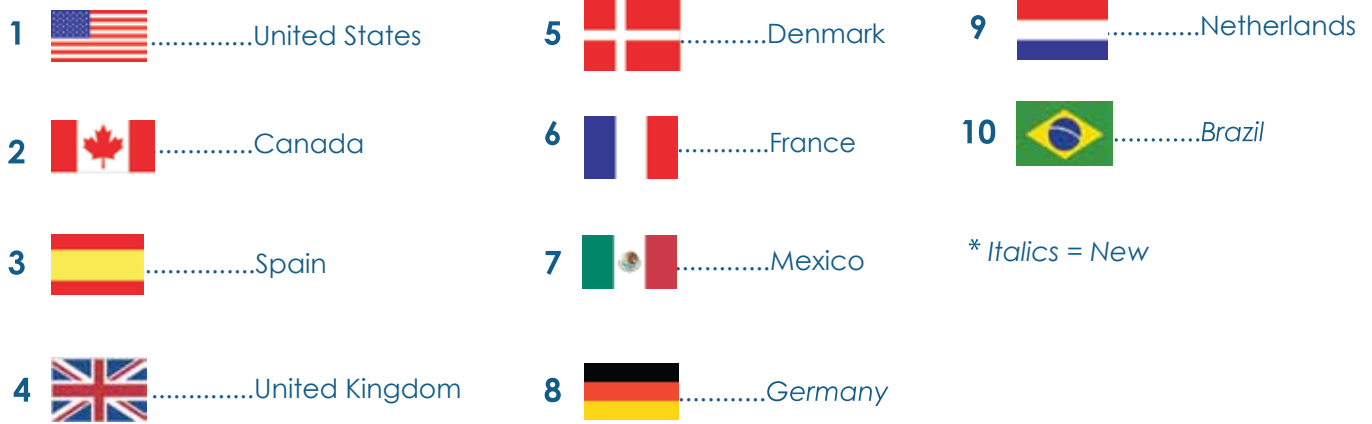
- The number of females scanning increased 13% from the last quarter, and that demo now sees 40% share. This trend started to develop about 6 months ago which shows how the technology is becoming more mainstream.
- The 35-44 age group showed an 8% increase in scanning, also a continued trend.
- There were no major increases or decreases in income compared with Q1.



Top 10 Countries Scanning

Key Takeaway:

- ScanLife see scans from over 125 unique countries in a single day.
- Germany and Brazil broke into the top 10 list, replacing China and South Korea.

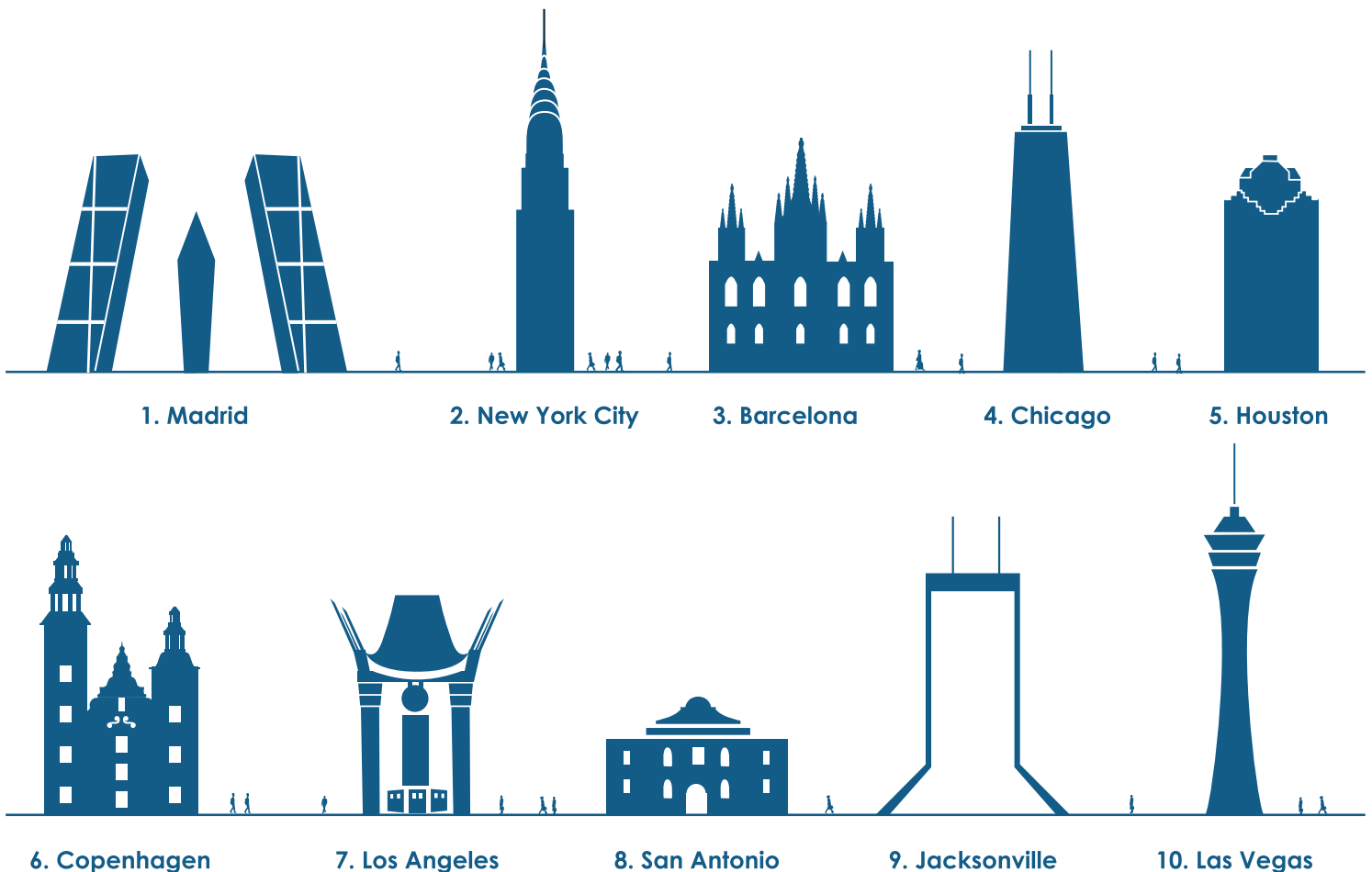


* Italics = New

Top 10 Cities Scanning Worldwide

Key Takeaways:

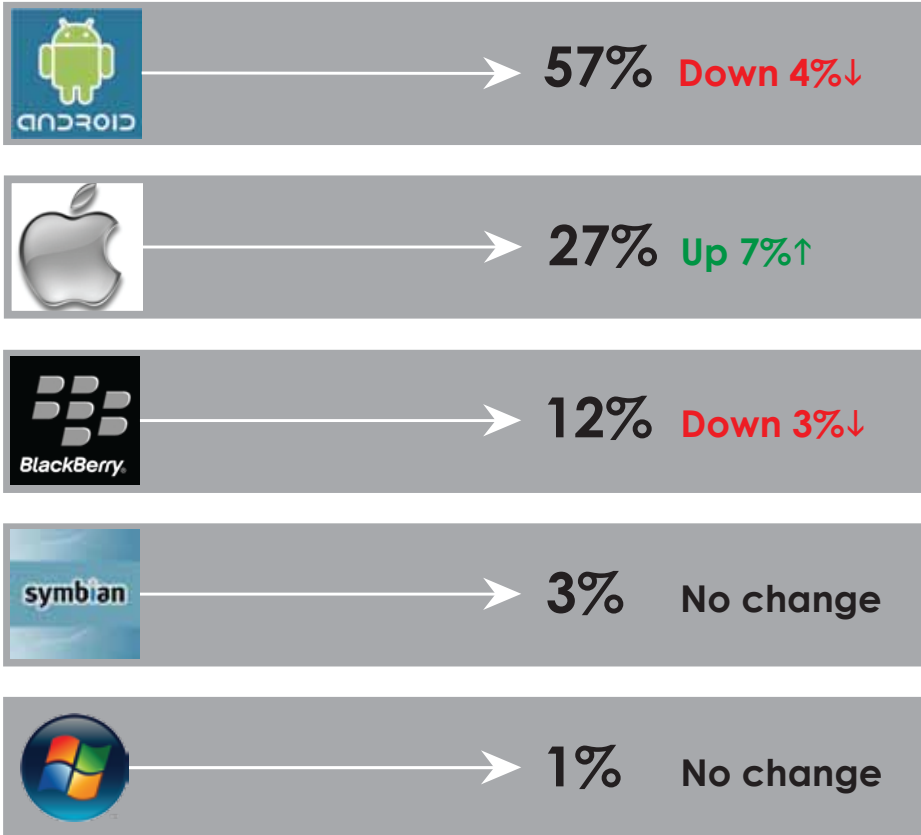
- In this report we looked at top ten cities globally which shows high activity in European cities where the app is preloaded on a number of devices.
- New York, Chicago, and Houston continue to top the list of US cities.



Share of Mobile Operating Systems Scanning

Key Takeaway:

- Share of iPhone OS increased 7% compared with Q1, 2011 while Android and BlackBerry had a 4% and 3% decrease, respectively.
- Android continues to dominate as has been the trend for the past year. This is likely due to pre-loading of mobile barcode scanning apps in multiple countries.



NOTES ON THE DATA

The data in this report was pulled from the ScanLife Reporting Platform. It represents traffic from both two-dimensional (2D) barcodes and UPC barcodes. The 2D barcodes scanned may have been generated on the ScanLife Platform, or from 3rd party generators.

Contact Us:

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