

Global Growth in Mobile Barcode Usage – Q1/2011

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Highlights and remarks for this month's report:

- Worldwide usage on path of exponential growth, with Q1/2011 growing by 61.9% over Q4/2010
- Barcode usage in the US continues to expand also in March to total growth of 181.1% within Q1 compared to Q4/2010. (Compared to Q1/2010, US scans grew by 630% !)
- QRcode visibility in the UK and the Netherlands gets a boost thanks to brands such as Heineken, SKY Network, Pizza Express, Grazia Magazine, and Gamma DIY shops, who adopted QRcodes during Q1/2011

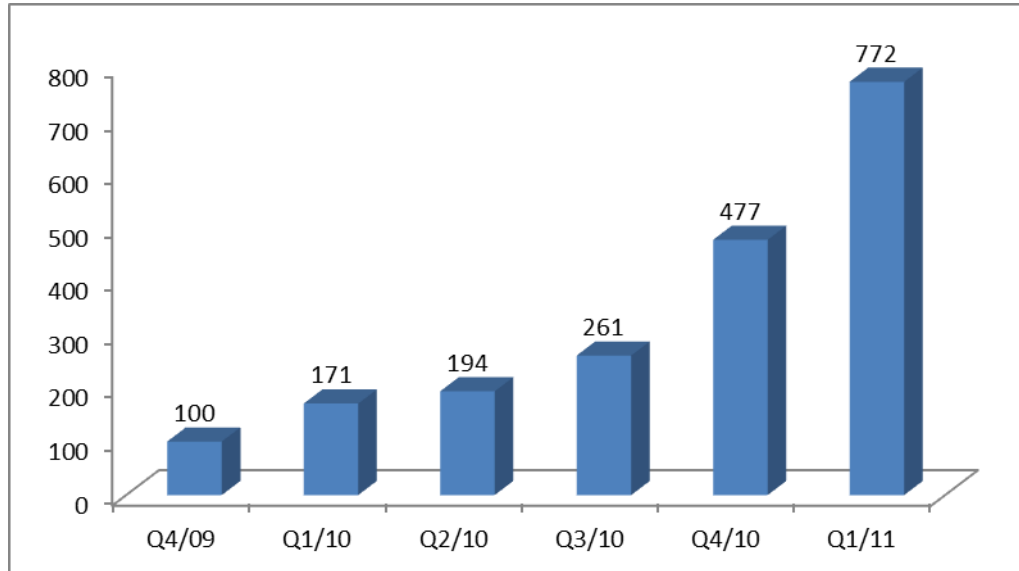
Top 10 users of mobile barcodes during Q1/2011

- (1) 1. United States
 - (2) 2. Italy
 - (3) 3. Germany
 - (7) 4. United Kingdom
 - (8) 5. Netherlands
 - (6) 6. Canada
 - (5) 7. France
 - (4) 8. Hong Kong
 - (17) 9. Spain
 - (15) 10. Switzerland
- () – Position in Q4/2010

Top 5 growing countries for Q1/2011

1. United States (181.1% Growth over Q4/2011)
2. United Kingdom (166.5%)
3. Netherlands (146.3%)
4. Spain (94.4%)
5. Canada (94.0%)

Global growth in mobile barcode usage Q4/2009 – Q1/2011



(basis: Q4/09 = 100)

Notes on reporting methodology:

- These reports are based on the total number of QRcode, Datamatrix and UPC/EAN scans recorded by the i-nigma system during the relevant periods. Because of i-nigma's prominence in many markets worldwide, we believe that these numbers are likely to be indicative of global mobile barcode activity
- The reports do not include activity in Japan, which is known to be well ahead in popularity and usage of mobile barcodes
- For better representation of global open market trends, the reports specifically exclude the activity of i-nigma-based solutions that are used by our vertical customers
- Top 5 growing countries are from the top 20 countries in mobile barcodes usage during Q1/2011