

## Global Growth in Mobile Barcode Usage – Q3/2011

PRESS RELEASE – 3GVision – October 11, 2011

Highlights and remarks for this month's report:

- Worldwide usage on growth path: Q3/2011 growing by 20.0% over Q2/2011, with daily scans coming from 141 different countries around the world
- Barcode usage in North America continues to expand in Q3 with 42.1% growth in the USA and 35.1% growth in Canada compared to Q2/2011
- QRcode activity in the Spain and Australia showed a significant growth in Q3 of 66.5%, and 50.9% respectively over Q2/2011
- In the Czech Republic, the continues activity of our partners Seznam (<http://www.seznam.cz>) to promote QR codes resulted a 65.6% growth in Q3 compared to Q2/2011

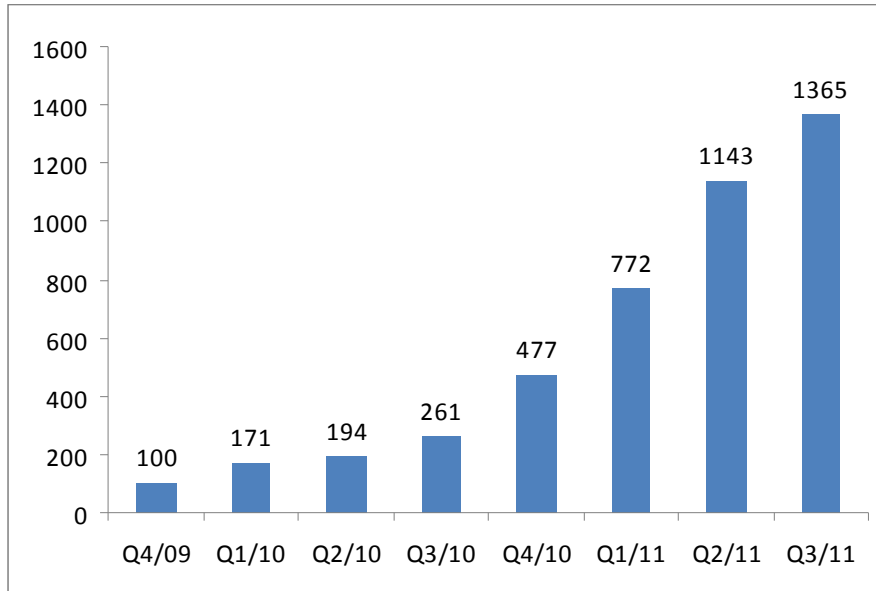
### Top 10 users of mobile barcodes during Q3/2011

- (1) 1. United States
  - (2) 2. Germany
  - (5) 3. Canada
  - (3) 4. UK
  - (4) 5. Italy
  - (6) 6. Netherlands
  - (7) 7. France
  - (9) 8. Spain
  - (10) 9. Australia
  - (8) 10. Hong Kong
- ( ) – Position in Q2/2011

### Top 5 growing countries for Q3/2011

1. Czech Republic (66.5 % Growth over Q2/2011)
2. Spain (65.6 %)
3. Australia (50.9 %)
4. USA (42.1%)
5. Canada (35.1%)

### Global growth in mobile barcode usage Q4/2009 – Q3/2011



(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 Q3/2011