

Press Release
For Immediate Release
12th June 2006

Abaxia brings the music industry into the MobileTag era with latest promotion

Fans of French chart topping singer Garou can now win a chance to meet him simply by scanning the Tag included with his new album

Abaxia, a leading specialist in embedded mobile software solutions, is set to take the music industry by storm with its new technology, by including a MobileTag voucher with every copy of leading French singer Garou's new CD, to be released June 12th. When scanned with a camera-phone, the Tag will give Garou fans the chance to win an exclusive meeting with the artist during his show in Paris in November.

"Sony BMG is happy to be able to promote and strengthen the image of its artists through the use of new technologies such as MobileTag. This technology offers new opportunities of privileged exchange between the artist and his public," says Christophe Waignier, Executive Vice President, Sony BMG.

To work, the phone must be equipped with a Wap/Web connection (not necessarily 3G), and must have at least a 1.3 mega pixel camera. However, anyone using a phone that does not meet these specifications can simply enter the code listed under the Tag to access to the same services. The MobileTag concept has already come to the attention of Orange, who tested it at the end 2005, and Nokia, who took part to the launching of the application in France on its 60 series handsets.

Inspired by "QR Code", which is already hugely popular in Japan, the MobileTag technology also works on a television screen. Already, these Tags have become the most common way of accessing mobile services in Japan, including games, ringtones, and logos. Over the last six months, the smart barcode has emerged ahead of all the other means of accessing this kind of content. Most of the codes are in newspapers and magazines, in order to give access to additional information – including video content – on an article.

"Why should mobile phones cameras be limited to just taking photos? Mobile tag can simplify access to any number of mobile services," says Cedric Mangaud, CEO, Abaxia. **"Before too long, the uptake of this technology will be similar to Korea, where buildings being repaired regularly display giant Tags offering special offers in the shops on the ground floor."**

<<ends>>

About Abaxia

Abaxia is a software publisher specialising in mobile embedded software solutions. Its primary mission is to provide Mobile Services carriers, Terminals manufacturers and Internet Service Providers mobile embedded solutions for increasing their ARPU by easing out the usage of mobile services. Abaxia designs very powerful user-friendly solutions to turn Smartphones into true wireless links at the centre of everyday use, giving the best user experience. Abaxia currently plays a major role in six constructors' ROM build, and is referenced among the leading mobile industry companies as Orange, Nokia, and Bouygues Telecom. The management team has extensive experience in mobile computing, with a mixed background in telecommunications, information systems and Internet technologies. More information is available at www.abaxia.com

About MobileTag

MobileTag allows individuals and professionals to create, manage, and print data matrix prints, known as 'Tags', which can be inserted into any text on a paper document, on television, or any kind of advertisement. Mobile phone users then simply have to centre the Tag within their screen, and snap the image with their camera phone, in order to be automatically directed to a specific online service, such as a Wap or Web portal. MobileTag is already a partner with a wide variety of content providers and publishers. More information is available at www.mobiletag.com

Press Contact (Abaxia):

Andrew Ball / Chaz Brooks
Chazbrooks Communications
Tel: +44 (0)1483 537 890
Email: andrewb@chazb.com
Web: www.chazb.com

Company Contact (Abaxia):

Béatrice Dussaucy
Abaxia
Tel +33 (0) 141 10 22 33
Email: bdussaucy@abaxia.com
Web: www.abaxia.com