

Press Release
For Immediate Release
3rd May 2006

Capture key business card contact information with just one click of your camera-phone

Exchanging business cards a thing of the past as MobileTag enables quick, easy contact data capture via mobile phones

Abaxia, a leading specialist in embedded mobile software solutions, has today announced that its MobileTag software can now be used to download and print customised barcodes – known as Tags – which contain the user's contact details. To capture the information, mobile users simply need to launch the MobileTag application from their mobile phone, centre the Tag within the screen, and then snap the image with their camera phone. All contact details are then captured and saved in the phones memory in one simple step, saving you the task of physically inputting the data.

The MobileTag application and the Contact Tags are both available to download from the MobileTag web site (www.mobiletag.com), with the first 10 Contact Tags available free of charge. Once downloaded, the Tags can be printed on business cards, inserted into email signatures, displayed on a web site, or even printed onto name badges. The information that the Tag links to can be updated at any time, and comprehensive usage statistics (detailing who has been accessing the information) can also be retrieved.

"Already, mobile phones are a lot more than just a way of making and receiving phone calls whilst on the move," says Cedric Mangaud, CEO, Abaxia. **"By using a barcode to represent all of your contact information, you can make it easy for customers, friends, colleagues, and suppliers to access these details when they need them. Business cards no longer need to pile up on desks or in wallets; with just a click of your camera-phone, you can now record – and have instant access to – all of the details you need to contact someone in a flash."**

Already the barcodes are being used on web sites, advertisements, and business cards, as they provide a simple way for customers to capture key contact information. Tags can also be created to activate other mobile phone functions easily, such as contact or calendar management, direct links to URLs, content download (such as applications, ring tones, logos, games and videos), SMS/MMS sending, Vcard downloads, localisation services, payment activation, and information display.

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Notes to Editor: The MobileTag application and the Contact Tags are both available to download from the MobileTag web site (www.mobiletag.com).

Images to illustrate the Mobile Tag application are available from Andrew Ball, please see press contacts section below.

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

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

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