

Have Your Cake and Eat It Too! Both QR-code & Color-code Decode by "Hybrid Code Reader" for Mobile

MEDIASEEK newly developed "BREW Hybrid Code Reader", which is an application for mobile phone having "ColorCode" decoding function in addition to existing QR code decoding function. Mediaseek starts to offer it today.

Mediaseek has been offering "Barcode Reader & Maker", which is the extended one of "Barcode Reader" for mobile phone added with QR code creation function. This time, Mediaseek starts to offer "Hybrid Code Reader", which is advanced one of "Barcode Reader" supporting ColorCode decoding with refined 2D code decoding function.

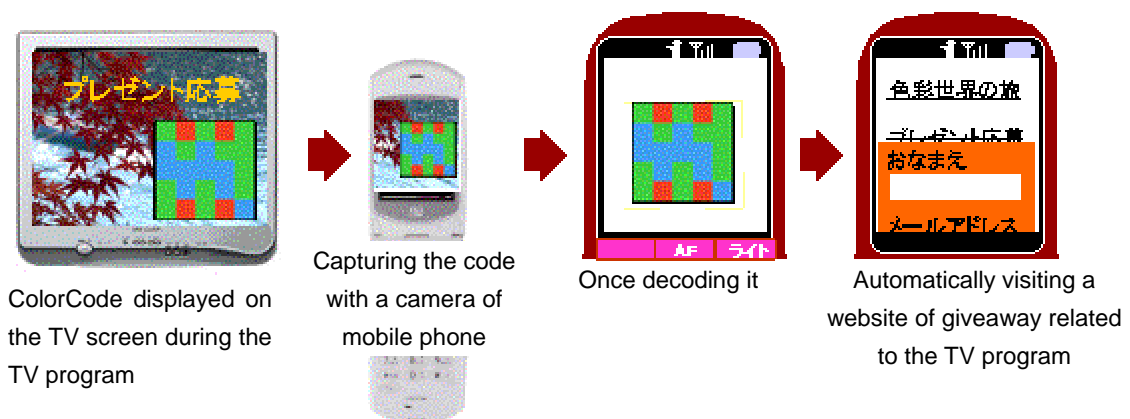
"Hybrid Code Reader" is available for any au phone users by downloading from the following URL, free-of-charge, after May 11th.

URL : http://www.camreader.jp/brew_api/qr_collection/index.asp

- If you are a user of "Barcode Reader" or "Barcode Reader & Maker", just scan the code to the right to download "Hybrid Code Reader".

<Example of ColorCode decoding>

- ColorCode displayed on the TV screen during the TV program
- Capturing the code with a camera of mobile phone
- Once decoding it
- Automatically visiting a website of giveaway related to the TV program



Since the application "Hybrid Code Reader" can auto-detect a code type, there is no need for users to care about code type, QR code or ColorCode. Users can access to mobile sites specified by the code with one click just by scanning either code with a camera of mobile phone.

< For Inquiry >

MEDIASEEK, Inc. <http://www.mediaseek.co.jp/english/top.html>
IR/Publicity E-mail: press@mediaseek.co.jp TEL : +81 3-3224-3113

Press Release

- Barcode Reader & Maker

Barcode Reader & Maker is an application that has QR code creation function in addition to its original "Barcode Reader" function. It encodes a profile of mobile phone user or other information registered in phonebook into a QR code and displays it on the screen. By scanning such QR code, users can easily pass and exchange information (name, mobile phone number, e-mail address etc.) without trouble.

- ColorCode

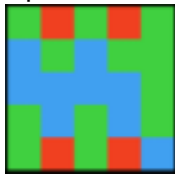
ColorCode is a type of 2D codes offered by Colorzip Japan Inc. In ColorCode four colors are used for information registration. It is appropriate for the display on TV screen as well as print media since it expresses information in color.

<Example of ColorCode>

- WEST JAPAN RAILWAY COMPANY



- Apamanshop Network Co., Ltd.



- Sky Perfect Communications Inc.



- Logo mark of MEDIASEEK is a trademark of MEDIASEEK, Inc.
- QR code is a trademark of DENSO WAVE INCORPORATED
- All other company names, product names and service names are trademarks or registered trademarks of their respective owners.

< For Inquiry >

MEDIASEEK, Inc. <http://www.mediaseek.co.jp/english/top.html>
IR/Publicity E-mail: press@mediaseek.co.jp TEL : +81 3-3224-3113