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MEDIASEEK, inc.

## Over 700,000 downloaded Free Smartphone Application, “BarcodeReader/ICONIT™” added Communication Function

MEDIASEEK, inc. added new functions “Message” and “Recommend” to the JAN/QR code reader application, “BarcodeReader/ICONIT™”.

MEDIASEEK’s JAN/QR code reader application “BarcodeReader/ICONIT™” was released January 18<sup>th</sup>, 2012. Since releasing the application over 700,000 downloads. It is high potential application to read bar codes. In this time, just added:

1. Message Function
2. Recommendation Function

### ■New Function Introduction

1. Message Function: to share the message between friends.

You may easily send message to your friend with whom you exchange Profile Icons. To send message to your friend, just tap the friend’s Profile Icon, type your message, and push “Send”. Once your friend receives your message, alert will show on your Profile Icon on your friend’s TOP Board so that your friend will easily notice.

You can send a message at once to all your friends. Message function is available only between you and your friend with whom you exchange Profile Icons, so it is very private. (Before using message function, you have to scan your friend’s Profile Icon QR code or make your friend scan yours face to face for exchanging Profile Icons.)

### 《Message Function Image》





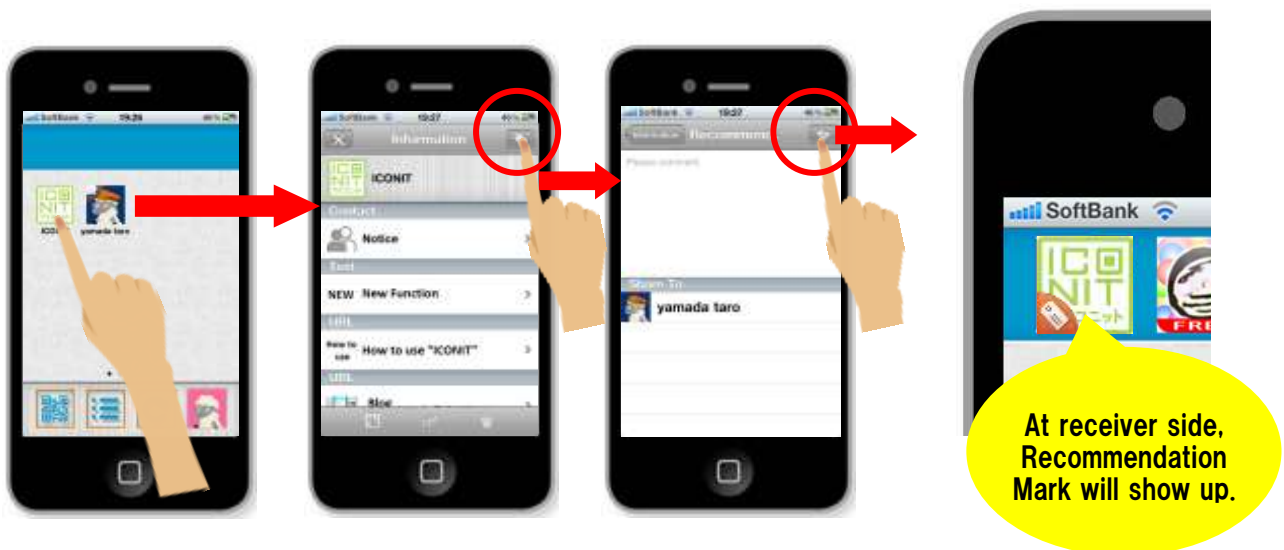
2. Recommendation Function: to recommend /share your favorite icon with your friend.

You can recommend to your friends your favorite icon which you created from scanning QR code or which someone has recommended to you.

At the TOP Board, (i) tap the icon which you want to recommend, (ii) select the name of your friend who you want to recommend it to, (iii) type some message, and (iv) push "Send" then your recommendation will be sent to the friend. Through icons you can exchange information on good restaurant, nice shop, or favorite items with your friends.

Using recommendation function, you cannot share your friend's Profile Icon with another friend. So you can enjoy communication with your friends free from anxiety about unwilling leak of your personal information.

《Recommendation Function Image》



■ About "BarcodeReader/ICONIT™"

This is the JAN/QR code reader application which is provided by MEDIASEEK. This application records more than 700,000 download in Apple's "App Store". It has kept itself in TOP3 of free Apps in the category of "Productivity" since it showed on the App Store.

《Feature》

"BarcodeReader/ICONIT™" reads JAN/QR code and creates icon saved on the TOP Board automatically. You can tap the saved icon to run and access to information any time you want. Also on any update of information, alert mark on the icon will make you notice.

With particular icons specially prepared, "BarcodeReader/ICONIT™" is also useful for various promotion activities owing to its easiness of just reading QR code. "BarcodeReader/ICONIT™" is used as new style of marketing tool to customers which is not like Blog or Mailing List. It brings continuous communication with customers through icons.

More information about "BarcodeReader/ICONIT™" ⇒ <http://www.iconit.jp/>

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