

## U.S. Quantitative Research Results

The following provides key learnings from an online study conducted in February, 2008. The survey was executed by Research Now, a global firm that fields over 600 online projects per month, and analysis was provided by Clear Ideas, a research consultancy group with offices in New York, London and Amsterdam.

### Objectives & Methodology

#### Objectives

To get a robust quantitative read of:

- Consumer interest in using 2D code technology
- Key benefits and barriers
- Usage levels for different occasions and uses

#### Methodology

Online quantitative survey among 1,062 mobile users in the United States who were screened for the following criteria:

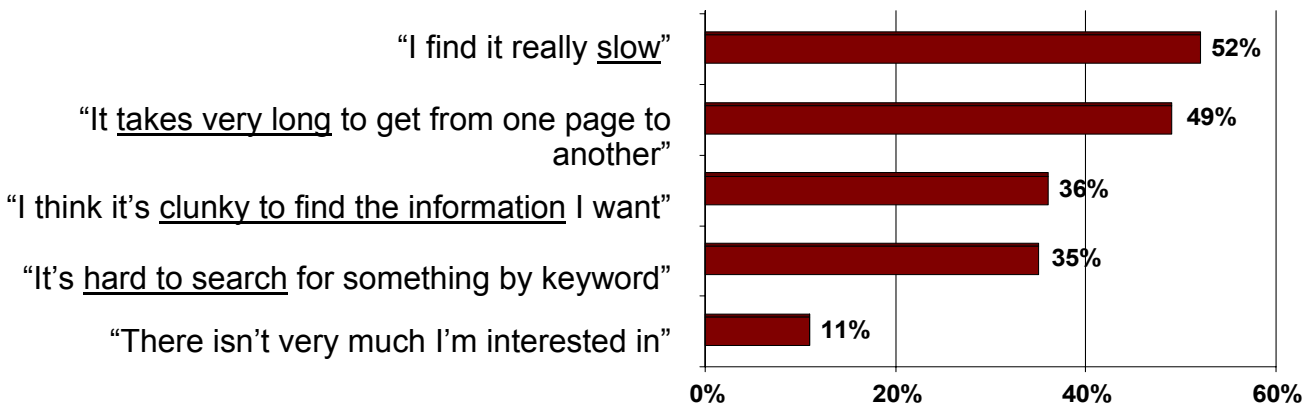
- Age 16-54
- Own a cell phone with a camera function
- Have accessed the Internet from their cell phone at least once in their life

Margin of error is +/-3%

### State of the Mobile Internet

**The mobile Internet experience is “slow” and “clunky” – and this is limiting most users from discovering new content, sites and uses.**

*Barriers to using the mobile Internet every day:*

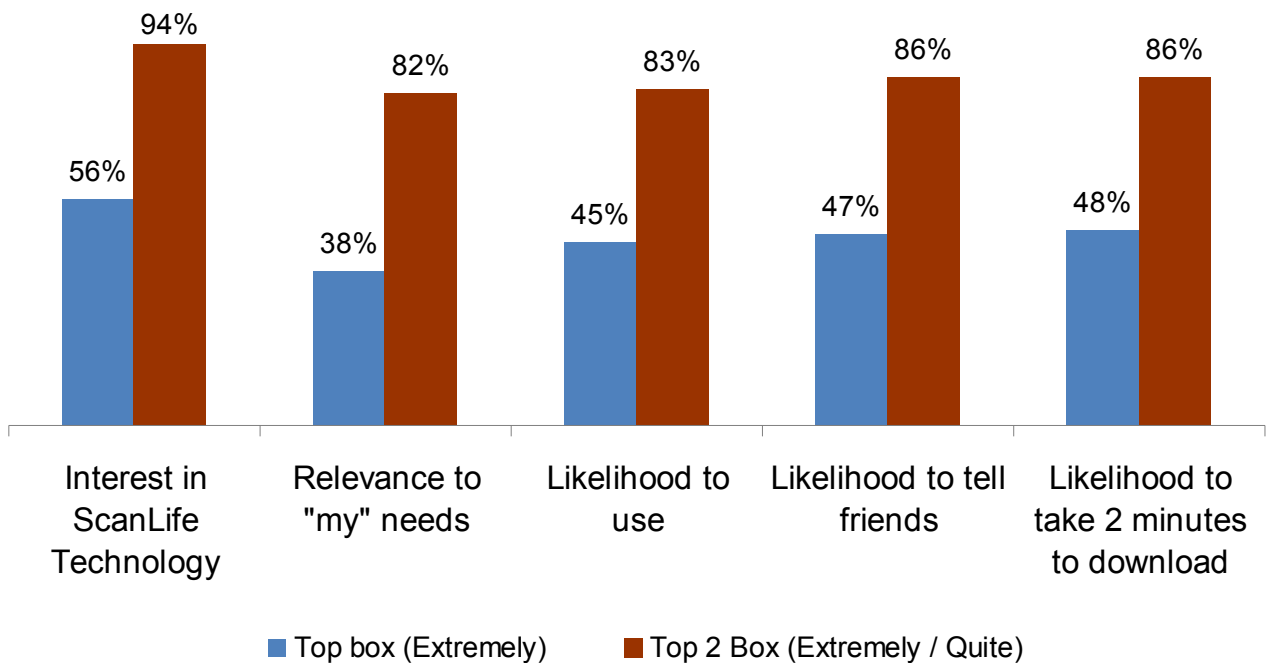


## Overall Reactions

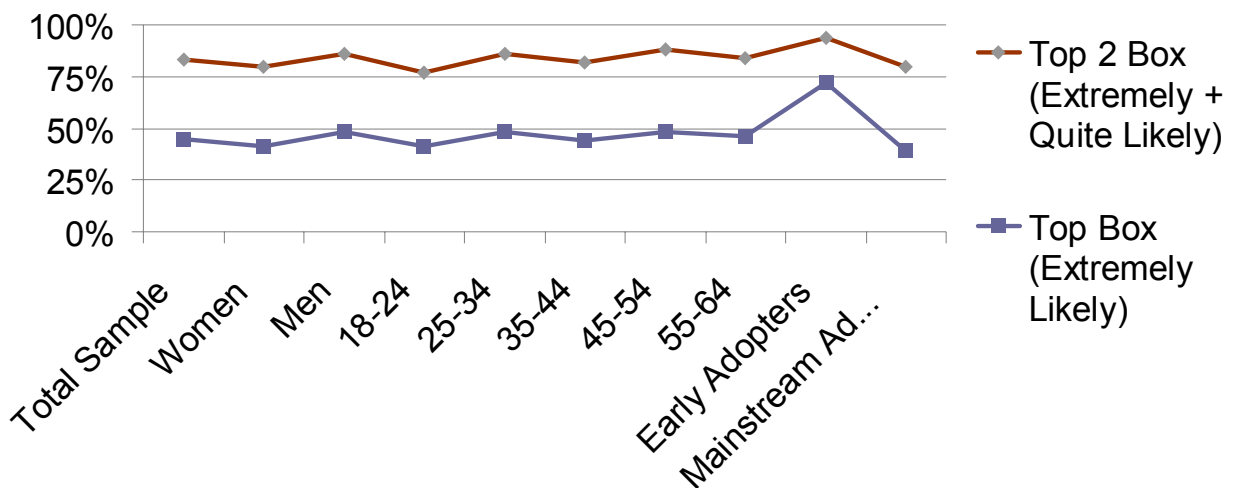
A short video was presented to explain how ScanLife works and to demonstrate some potential uses across different industries. This video provides a glimpse of how this technology could be used if 2D codes are more commonly seen in the market.



**Interest levels remain sky high throughout the adoption cycle – even when asked about downloading:**



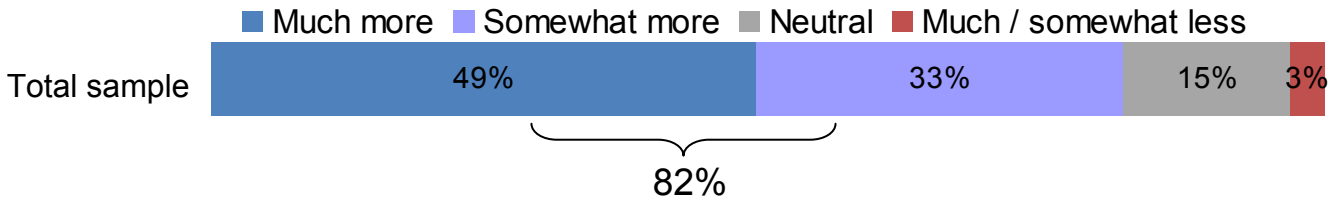
**Interest levels are equally high across demographic groups:**



## Usage Reactions

**Using ScanLife would translate into increased mobile Internet usage because it's easier and faster than current navigation methods**

*Would it make you more or less likely to use the Internet on your cell phone?*



**Frequency levels are also high:**

*How often would you use it [ScanLife]?*

	Total Sample	Early Adopters	Main Adopters
All of the time	28%	48%	24%
Very often	44%	<b>43%</b>	<b>44%</b>
Sometimes	21%	7%	25%
Infrequently / Never	7%	3%	7%

**Some of the top triggers for using ScanLife:**

	Extremely Likely	Extremely / Quite Likely
Get <u>information about a product</u> while in store	45%	85%
Get a <u>product coupon</u>	44%	78%
Get real time travel updates	44%	77%
Get neighborhood maps and information	43%	83%
Scan a business card to automatically save the contact info	41%	76%
Scan to get an <u>event saved on your calendar</u>	38%	77%
Get movie trailers, reviews and show times	38%	74%
Scan a collection of EZ codes <u>to win a prize</u>	37%	71%
Scan a <u>product in a magazine</u> to get information	36%	74%
Scan to get the <u>latest headlines, stock prices, and scores</u>	30%	63%

## Benefits & Barriers

### Benefits

The ability to get product information while on the go	53%
The ability to get information on my phone from physical items as I see them	48%
The ability to get information that would have necessitated a PC	46%
Simpler than typing in a long web address or using SMS	42%
Being able to store lots of useful information gathered from scanning	39%
Helping me get to websites and information faster on my phone	37%

### Barriers

Concerned that there will be hidden costs	73%
Worry about receiving spam/unwanted emails/texts	66%
Think that there won't be that many codes around so the technology won't be that useful	38%
Think it will be hard to scan the codes	13%
Don't think that this will allow me to do anything I can't do already	11%

The benefits clearly show that easy access to information is a theme that ScanLife will address in mobile navigation.

The barriers including cost and security are not affecting overall usage and are likely to dissipate as data rates decrease and people become more comfortable using the mobile device to access information. Functionality does not appear to be a barrier.

## Scanbuy Information

Please contact us with any questions on this study or if more detail is required.

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