

Neustar Simplifies Using Mobile Barcodes



Can You Read This?

More and more of your customers can. It's a mobile barcode.

Mobile barcodes provide a unique advertising medium that easily delivers relevant content to consumers and makes traditional media both interactive and measurable. Neustar has a history of making connections possible — bringing consumers, businesses and technologies together no matter where they're located or what devices they use. Neustar provides a secure, flexible solution using web-based tools and applications that allow partners to quickly set up and manage 2D barcodes. Advertisers can develop and manage their own campaigns, or they can develop a custom solution to suit their specific needs in conjunction with one of our trusted partners. Work with Neustar to help simplify integrating mobile barcodes into your marketing efforts.

The User Experience



1. A code is scanned and sent through a local gateway to Neustar's clearinghouse.
2. The clearinghouse routes to a Campaign Manager for a uniform resource identifier (URI).
3. The URI is sent back to the handset which invokes it, commonly retrieving some remote content.
4. The barcode can link to an URL, email, SMS, text, or phone call.

The Benefits

Consumers

- Effortless, on-demand access to relevant information and personalized content, including coupons, product information, videos, etc.
- Opt in, easy access to mobile web, messaging, click- to-call and other features
- Consistent experience across a variety of barcode readers

Brands and Marketers

- Better target consumers who respond to campaigns
- Secure consumer identity in an anonymous fashion
- Bridge offline and online advertising
- Maximize reach across a variety of mobile devices and barcode readers



- Influence purchase decisions with special offers, demos, videos, or reviews
- Update barcodes in real-time with current and relevant offers, eliminating orphaned campaigns.
- Measure campaign results and optimize in real-time

Certified Marketing Representatives

- New mobile solution for your local advertisers
- Simple solution to offer value-added services to your clients
- Enhance existing interactive solutions

Print Publishers

- Provide ROI and accountability for existing print customers
- Provide potential advertisers in local markets with a powerful new marketing tool
- Solution that is both portable and transferable

Registering barcodes with Neustar offers enhanced capabilities to modify the associated content and repurpose the code over its lifespan, customize and combine applications, and ensure maximum flexibility with the ability to migrate programs across platforms. Advertisers and enterprises can register, publish, manage, and track their mobile barcode campaigns across multiple countries, technologies, and solutions.

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The Neustar Advantage

With Neustar's Barcode and Interactive Mobile Exchange (iMX), smarter connections are made possible.



Security — Protect your brand with the ability to suspend or shut down codes due to fraud, hacking, or other malicious behavior. While direct barcodes work well for simple information-sharing, value-added services such as coupons, payments, and account access require a secure solution. Neustar provides validation of user identity without requiring an application.

Reliability — Run successful campaigns with a trusted company, giving you the confidence that your barcodes will work properly. Neustar's tier one carrier-grade services are trusted to oversee the assignment and use of phone numbers in 19 countries and provide the services that enable users to keep their phone numbers when switching carriers. Neustar also runs the US Common Short Code Registry and a variety of Top Level Domain registries (including .us and .biz).

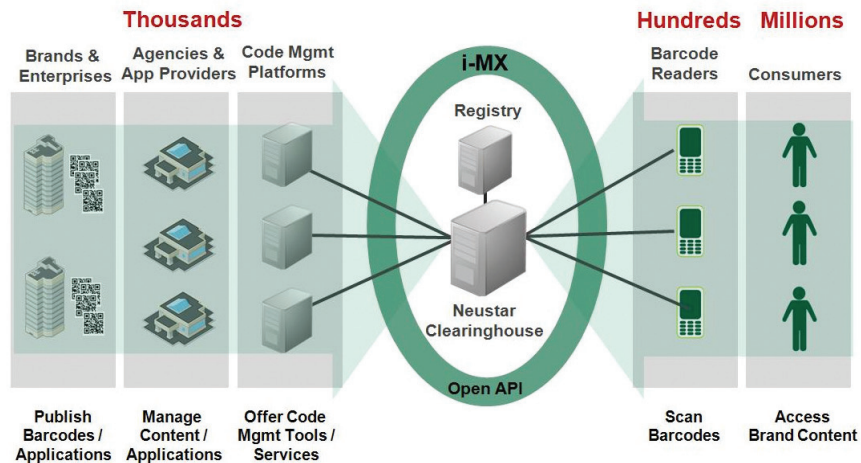
Scalability — Reach the largest possible audience. Neustar barcodes work with a variety of mobile devices and barcode readers, ensuring that your message will reach a broad audience.

Flexibility — Manage your content in real time. Neustar managed barcodes allow the destination to be changed easily versus having to update your website or reprint materials as you would with a direct barcode. In addition, Neustar barcodes allow the coordination of campaigns across multiple providers and the inclusion of meta data for a much more relevant, targeted experience.



Better/Smarter Experience — Neustar's clearinghouse allows barcodes to be treated as durable enterprise assets that can be repurposed easily across their lifespan. Neustar's mobile barcode services provide validation/verification of third party marketing activities (including cooperative marketing and coupon redemption) combined with cloud based identity management. This offers the reach of direct codes with the targeted, enhanced capabilities of proprietary, closed solutions.

Neustar's clearinghouse reduces complexity



Enterprises register codes in a central location
 Delegate to Application Developers or Code Mgmt platforms

Repurpose codes over their lifespan
 Flexibility to customize, even combining applications

The Bottom Line: The mobile barcodes market will scale quickly. Mobile barcodes offer a convenient and powerful way for consumers to access content and for advertisers to reach consumers. Mobile operators, technology partners and brands can work with Neustar to learn how to fully capitalize on the various opportunities that mobile barcodes present.

We can help simplify integrating mobile barcodes into your marketing efforts. Contact us today at: barcodes@neustar.biz

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