

Snappr.net provides mobile interaction with on-screen advertisement by Saazé

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San Francisco, December 3rd 2008 – Snappr.net, the platform for easy mobile access and interaction, announces their partnership with Saazé Corporation, a provider of digital signage technology and broadcast media advertising, to bring mobile interaction to on-screen advertising with the help of 2D Barcodes. After a short ramp-up phase Saazé is actively using the 2D Barcodes, provided by Snappr.net, as the first on-screen advertiser in the US. Saazé chose to work with 2D Barcodes and the Snappr platform because of cost effective, direct integration and ease of use. The 2D Barcodes and the linked mobile content are adding a new layer of interactivity to Saazé's screens. They also allow tracking of access-rates and provide additional value to Saazé's advertisers as they can now generate interactive messages and campaigns.

Saazé uses Snappr's management interface to generate mobile content on a self-serve basis. Snappr helps with consulting services when it comes to choosing the right content and the right way of implementation. Mobile content, like contact information, music or image files and URL's are used by Saazé and options for mobile coupons are being explored. Snappr is approaching a new market together with Saazé to make digital billboards and screens more interactive and creating a direct entry to online content for targeted customers. In order to educate the target audience, Snappr received 'air-time' on the screens where they are able to present educational videos about how 2D Barcode technology works.

"It is amazing how positive the feedback is; from both, advertisers and mobile users. Now it is all about enabling phones and content providers to use the technology," says Philip Stehlik, CEO of BayBrain, Inc., the company behind Snappr.

In order to take advantage of 2D Barcodes, mobile users should install a 2D Code reader application on their mobile phone. Many phones are equipped with pre-installed readers. For other phones, Snappr is providing a mobile website, which determines the best-suited reader application for the accessing mobile device. All the user has to do is to browse to load.snappr.net and download the respective reader to the phone. Supported devices are newer smartphones, like the iPhone or camera BlackBerries as well as 'normal' camera phones, like older Nokia devices or the Motorola Razr.

About Snappr.net:

Snappr.net is a provider of mobile technology and services around 2D Barcodes. Their focus is on easy integration for content owners and easy interaction for all mobile users and mobile devices – not only smartphones. The mobile content, created on the Snappr platform is rendered in the phone's browser and present the results optimized for different device capabilities. Content owner have full visibility and control over their data and mobile sites via the web-based management platform. Snappr.net is a product by BayBrain Inc. and is currently in public beta.

About BayBrain, Inc.:

BayBrain, Inc. is a young and dynamic startup, based in San Francisco, California. It was founded by Philip Stehlik in 2007 and provides services around mobile interaction and creative and convenient connection of users to mobile content.

About Saazé Corporation:

Saazé Corporation is a digital signage broadcast media advertising company. Saazé connects advertisers and consumers via their dynamic screens. The screens play targeted content that is Informational, Entertaining, and Engaging in real-time video,

flash, and images. Imagine a programmable Indoor Billboard that runs targeted messages, news, and weather reports at your local café.

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