

TEXT COMPANY INFO

**CENTRIC****Bar codes go mobile thanks to Centric and MobiCodes BV**

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*Oostkamp, 11 February 2010 – Centric is opening up its StoreWorld DynaVision 2010 POS system to MobiCodes, the mobile version of internationally standardised bar codes, such as linear and 2D bar codes. To this end, Centric has entered into a partnership with MobiCodes BV, a leading player in the mobile bar code market. The integration with DynaVision will be available in the next new release.*

MobiCodes BV, based in Voorburg, Netherlands, provides technology that enables bar codes to be delivered straight to a mobile telephone or PDA. Frank van der Wielen, Centric Sector Manager, said: "Mobile bar codes can be used in a range of retail chains. Since the bar codes are displayed on mobile telephones, consumers no longer need to use cards, saving stamps and vouchers. But that's not all – using MobiCodes, customers can order and receive a ticket, discount coupon or voucher any time, anywhere. And not just by text message, but also using WAP, email or MMS. Retailers also benefit, since consumers can be approached more easily."

Arnold Cornelis, MobiCodes BV Managing Director, explained: "We are always on the look out for new partners - reliable parties that are already working with bar codes and that want to start putting them on mobile devices too. Centric provides a total solution for highly attractive partners in various sectors relevant to MobiCodes BV, including the retail, government, wholesale, manufacturing and health-care sectors. All of these sectors have products that are compatible with mobile bar codes. MobiCodes are a socially responsible alternative to paper bar codes or plastic cards. Together with Centric, we are first going to concentrate on rolling out services for retailers, including coupons and vouchers for fashion, food and non-food items."

**About MobiCodes BV**

MobiCodes BV is the sole distributor in the Benelux of Mobiqa Ltd., the global leader on the mobile bar code market. MobiCodes BV uses globally patented technology to optimise bar codes by device brand and type, and this technology produces optimum scanning results. With MobiTickets, MobiCoupons, MobiPass and MobiLoyalty, the company focuses on live events and concerts, cinemas, airlines, sport, transport, trade fairs and conferences, online, offline and mobile marketing campaigns, discount coupons and vouchers, customer loyalty cards and gift cards, to name but a few.

**About Centric Supply Chain Solutions**

The Centric Supply Chain Solutions cluster provides retailers, logistic service providers, wholesalers and production companies with modern IT solutions. Centric offers retailers products and services in the areas of point-of-sale, in-store automation, enterprise resource planning, self-service, mobility, consumer kiosks, digital signage, payment point, and warehouse, transport and fleet management. Some (international) references include Sligro, Deen Supermarkten, HEMA, Bruna, Miss Etam, Cool Cat, The Sting, Wibra, Wickes, AS Watson and Kingfisher. Visit [www.centric.be](http://www.centric.be) for more information.

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About Centric

Centric offers specialised total solutions in the area of consultancy, IT solutions, software engineering, e-business, systems integration, managed IT services and training. Centric is active in a variety of sectors, including central and regional government, financial services and banking, retail, housing corporations and wholesale. The continued growth of the company and the sound financial position allow Centric to guarantee continuity and to successfully implement large-scale projects. Centric offers innovative, high-quality solutions, often in close collaboration with a variety of highly reputable partners. In the space of ten years, Centric has established itself as one of the top 10 IT companies in the Netherlands. The company is characterised by a no-nonsense approach, commitment and high quality and has sites in the Benelux, Germany, Norway, Romania, United Kingdom, Sweden and Switzerland.

The IT-organisation Centric is part of Centric B.V., which has more than 9,300 employees and provides IT services, financial services (Finace) and engineering and consultancy services (Oranjewoud). In 2008, Centric B.V. realised a turnover of 967.8 million Euro and a profit after tax of 45.6 million Euro. For more information, see [www.centric.eu](http://www.centric.eu).

**Related Links:**<http://www.centric.be>**Contact Persons:**

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