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Bar codes go mobile thanks to Centric and MobiCodes BV

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 for more information.