



## Press Release

### **barcoo is first German shopping application for Nokia Point & Find**

- **barcoo is integrated as first German shopping application for Nokia's mobile service "Point & Find"**

Berlin, September 9, 2009 – **Barcoo is cooperating with Nokia for its new mobile service "Point & Find". The barcode scanner displays product information on the cell phone and is easily usable for German Nokia users.**

Nokia presented its new mobile phone service "Point & Find" at Nokia World in Stuttgart on September 2nd and 3rd. There are various applications integrated in the service that give the user information about objects from the internet after it is recognized using the cell phone's camera. barcoo represents the first German shopping application integrated in Nokia Point & Find's beta service. The software of this Berlin based start-up enables the cell phone camera to scan the barcode on a product. After the product is scanned, information about the product from the mobile internet is automatically shown on the cell phone display in real time. Consumers are then able to access independent information regarding electronics, CD's, DVD's, books and groceries while shopping. Examples of information provided by barcoo include test reports, price comparisons, ecological information as well as user ratings. For groceries the consumers get the traffic light of nutritional values and further information about the product. Many Nokia models additionally show local price comparison and other stores in the area of the user where the product is available. Ethelbert Williams, Head of Marketing at Nokia "Point & Find" says: "The Barcoo shopping application is a perfect showcase of the Nokia Point & Find open platform's ability to connect consumers to innovative content and solutions through the mobile".

#### **No installation of the barcoo application necessary**

Until now, users could only install the barcode scanner from [www.barcoo.mobi](http://www.barcoo.mobi). Nokia phone users can now use barcoo automatically when they install "Point & Find". The service is now available to download free at <http://pointandfind.nokia.com>. Aside from barcoo, another example of an application integrated in the "Point & Find" service gives relevant information regarding photographed points of interest.



More information at <http://pointandfind.nokia.com> and <http://www.barcoo.de>.

**About barcoo:**

The Berlin based start-up barcoo (<http://www.barcoo.de>) provides free software that turns a cell phone into a barcode scanner. Consumers can use this while they shop to scan a product's barcode (also called EAN-Code or 1D-Code) and get information about the product. The founders of barcoo want to give everyone access to product information. Support for barcoo was provided by the EXIST program of the European Union and the Federal Ministry for Economics and Technology.

**About Nokia Point & Find:**

With Nokia Point & Find (<http://pointandfind.nokia.com>), users can access information and services from the Internet simply by pointing a camera phone at an object. The device recognises real-world objects and links the user directly to web content or other digital services.

The Nokia Point & Find Management Portal allows you to create your own custom experiences. Use the simple online interface to create your worlds, manage content, assign roles and deliver a unique interactive experience to your targeted users. The Nokia Point & Find Management Portal is your connection to Nokia's game-changing technology for mobile users to find your content when and where they want it most.

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