

#### Quick Facts about Codice™:

- MultiTaction Codice personalizes interactive displays
- MultiTaction Codice allows users to access exclusive and personalized content
- Any content on interactive displays can be sent to the user's email address
- All transactions shared by the content owner
- MultiTaction Codice can be integrated into CRM and loyalty programs

#### MultiTaction® Codice™ turns interactive displays personal

MultiTaction Codice turns anonymous public interactive displays into personal, two way tools that benefit the user and the content owner. Codice markers can be printed on any every day object such as ID cards, trade show badges, season tickets, or loyalty cards to enable users to identify themselves just by placing the object on the display. Codice marker code can be associated with any personal information such as name, email address and phone number to be used with a variety of applications ranging from loyalty applications to corporate use in events and marketing.



Codice markers can be printed on any object. The cost of technology is practically zero.

#### Codice Benefits

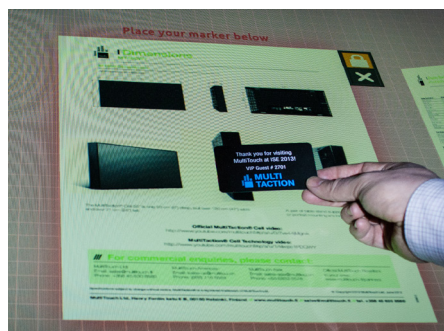
1. With MultiTaction Codice, your clients can send any content on interactive displays to their email address just by showing their code
2. MultiTaction Codice allows end users to identify themselves allowing exclusive and personalized content to be presented
3. All Codice markers fit to a size of a credit card
4. MultiTaction Codice markers can be printed on any object with practically zero cost
5. MultiTaction Codice can be a natural and intuitive part of your credit card, entry ticket, visitor badge or cell phone cover
6. Content owners get access to every transaction made by Codice markers
7. MultiTaction Codice codes can be easily integrated with any existing CRM

## /// Using Codice

Loyalty card used to email a link to a movie trailer just by placing the card on the content



Codice Visitor Badge used to email product information to the user's email address



Codice marker can open exclusive content based on the identity of user



Codice marker used to create a personal "hot spot" for collecting content from the application to be sent to the user by email



### Codice Technology

- MultiTaction Codice is based on MultiTouch proprietary Enriched Reality™ technology that allows real-life objects to interact with digital content.
- The content owners plug into MultiTaction Codice by purchasing Codice licenses that can be added to their existing CRM or loyalty program.
- MultiTaction interactive displays detect Codice markers, and the end user application makes a query to the client CRM system to retrieve the email address and other personal information for the Codice marker shown.
- MultiTouch DRM guarantees the uniqueness of any DRM licensed Codice marker.

### Codice types

MultiTaction Codice optical markers come in the following sizes:

Codice Size	No. of codes	Use	Uniqueness
3 x 3	32	Free	Non-unique
4 x 4	4096	Free	Non-unique
5 x 5	Over 2 million	DRM controlled. Codes sold in batches.	Globally unique. Guaranteed by MultiTouch.
6 x 6	Over 4 billion	DRM controlled. Codes sold in batches.	Globally unique. Guaranteed by MultiTouch.

MultiTouch DRM guarantees that every 5x5 and 6x6 MultiTaction Codice marker is globally unique, i.e. no other person/object shall have the same code at the same time.

### MultiTaction Enriched Reality Server

MultiTaction Enriched Reality Server is a tool to allocate personal information with Codice markers as an alternative to CRM and loyalty program integration.

Enriched Reality Server can be used to register marker codes, associate codes with information or content and generate marker images for printing. It also serves as a real time backend for interactive applications when they send queries of all markers placed on screen.

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