

ScanLife: Free mobile app saves £££££ and €€€€€€

Submitted by: MUSTARD PR

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ScanLife: Multi-platform mobile app lets you compare prices, read reviews, and purchase across Europe

- Universal mobile barcode scanner integrates with PriceRunner to help make informed buying decisions and SAVE money! -

19th July 2010, Scanbuy today announced a major upgrade to its ScanLife (<http://www.scanlife.com/>) app for users in Europe. The FREE app is aimed at consumers who want to ensure that they are getting the right product at the right price when they are out and about shopping, simply by scanning a product's barcode.

Available to consumers across Europe including; England, Germany, France, Denmark, Sweden and Austria, ScanLife uniquely works on some of the most popular devices which have an auto-focus camera like the iPhone, Android and Blackberry mobile phones.

ScanLife uses its barcode scanning technology to return results from the web in seconds giving the consumer best prices, availability and reviews for the scanned product. The app now includes exclusive data feeds from PriceRunner, and also from Amazon and Google Products. By empowering the user with quick and relevant information, as well as the ability to buy direct from the phone, consumers are able to make informed and smart buying decisions.

ScanLife works with most products sold in stores, but it is ideally suited for electronic goods. So if you are looking for a Blue-Ray DVD player or the latest digital camera, in just a couple of clicks ScanLife will give you the latest savings and advice.

To view a video of ScanLife for iPhone in action please go
[http://www.youtube.com/watch?v=L2XOn3XV1i0&feature=player_embedded]

To view a video of ScanLife for auto focus BlackBerry in action please go
[<http://www.youtube.com/watch?v=3qDkVjyg8Lo>]

To view a video of ScanLife for an Android device in action please go:
[<http://www.youtube.com/watch?v=yVV8F9zZd0k>]

ScanLife not only works with UPC/EAN/ISBN barcodes, but it also works with popular 2D code formats like EZcode, Datamatrix and QR codes which are increasingly being used to link consumers to information from printed media. ScanLife is one of the only multi-platform, all-in-one mobile barcode scanners available.

Jonathan Bulkeley, Chief Executive Officer of Scanbuy, commented: "We are very pleased to be working with PriceRunner to bring a wide variety of information to European shoppers. In other markets, like the United States, we are seeing hundreds of thousands of scans from a wide variety of products. This app can save you money, and that seems to resonate in any part of the world."

-ENDS-

For press information, please contact:

MUSTARD PR

e: scanlife@mustardpr.com

t: + 44 (0) 1628 502601

<http://www.mustardpr.com>

About Scanbuy

Scanbuy is the leading global provider of mobile barcode solutions that use the camera phone as the link between the physical world and the digital world. The ScanLife solution consists of a multi-barcode reader application and interoperable Code Management Platform. The technology has been successfully deployed and supported by leading mobile providers and handset manufacturers in the United States, Mexico, Chile, Spain, Italy and Denmark. Media companies and marketers use the solution to create and manage measurable 2D barcode campaigns, extending brand engagement onto mobile devices.

Scanbuy has the largest and oldest patent portfolio of any company in the industry, with over 30 patents granted covering the entire solution. The company's investors include Motorola Ventures, Hudson Ventures, Masthead Venture Partners, and Longworth Venture Partners.

For more information on Scanbuy, please visit www.scanbuy.com or www.scanlife.com.