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DENSO SIGNS GLOBAL BUSINESS SOLUTIONS PARTNERSHIP WITH JMANGO FOR GLOBAL QR CODE PROJECT

Developed by DENSO WAVE, the 2D QR Code has become extremely popular in Japan over the last few years and it is only now that it is beginning to be noticed by the rest of the world.

To increase the rapid adoption of QR Codes, DENSO WAVE is working with JMango (www.jmango.net), a mobile application and deployment platform to provide turn key QR Code solutions across the globe.

Under the Business Solutions Partnership, JMango will be responsible for the software and mobile client and DENSO WAVE the hardware and reader components.

“On their recent visit to DENSO Headquarters in Japan, JMango demonstrated the immense scope of their platform and their expertise in the mobile field,” said Neil Kitayami, Managing Director of DENSO International Australia.

“DENSO WAVE’s Japanese Engineers spent several days with the JMango team and as a result we have set up a Global Project Team solely dedicated to the global adoption of the QR Code.

With so much potential and future development of the QR Code, we feel that this partnership with JMango will provide the perfect vehicle in which to realise the true potential of the QR Code across the globe.”

Ilan Oosting, CEO of JMango added, “We are very excited by the potential of the QR Code across the mobile landscape. From mobile money transfers, m-commerce, ticketing, logistics and mobile marketing, we see the QR Code as being the one true solution for all of these markets with its ability to provide immediate, secure transfer of information.

Added to that, the chance to work with DENSO WAVE, one of the worlds most innovative and forward thinking technology companies will ensure the true potential and adoption of QR Codes can finally be realised.”

The DENSO WAVE/JMango project team will first concentrate on the development of premium mobile reading technology as well as turnkey mobile QR Code solutions for various industries.

About DENSO WAVE:

DENSO WAVE is a subsidiary of DENSO, a Fortune 500 company and part of the Toyota Group.

DENSO WAVE is a global innovation leader in the development, manufacturing and sales of automatic data capture equipment, industrial robots, programmable controllers and other apparatus and systems. Consolidated global sales for fiscal year ended March 31, 2009 totalled US\$381.6 Million.

DENSO WAVE invented the 2D QR Code in 1994 and is leading the way in next generation QR Code development.

For more information on DENSO WAVE and the QR Code, please visit www.denso-wave.com or www.qrcode.com.