Microsoft® Tag Fact Sheet

WHAT IS THE MICROSOFT TAG PLATFORM?

Launched at CES in January 2009, Microsoft Tag is a marketing solution that supports multiple recognition technologies including commonly used 2D barcode formats (Tag barcodes and QR Codes) and Near Field Communications (NFC). Microsoft Tag's solution links physical items in the real world to digital experiences on a mobile device with the scan of a code or a tap to an NFC touchpoint.

Microsoft Tag also offers the following feature tools to gauge campaign success and customize customer experiences:

- *Robust analytics to inform your marketing campaigns on the fly*
- *Real-time location to localize your marketing efforts in each market*
- *Unique mobile device ID to use your marketing spend more effectively*

TAG FEATURES ARE SIMPLE AND FREE TO USE

To install the Tag application, visit http://gettag.mobi on your mobile device (see below for compatibility per device and feature). The Tag app uses the camera on your mobile phone to scan Tags and QR Codes and then connects to the internet to get more information associated with the experience — all within seconds. With NFC, you simply have to tap your NFC-enabled Android device to a NFC touchpoint to open the associated URL.

You can manage the creation, customization and reporting of Tag barcodes, QR Codes and NFC URLs with the Tag Manager at http://www.tag.microsoft.com. Basic features of the Microsoft Tag service will remain free for the life of the product (more information and list of free basic features is available online: http://tag.microsoft.com/tag-terms-of-use.aspx). Microsoft will also offer other value-added services in the future.

COMPATIBILITY

Microsoft Tag is available for most smartphones and many feature phones:

- *Windows Phone 7*
- *Windows Mobile*
- *iPhone*
- *Android*
- *Blackberry*
- *Symbian*
- *J2ME*

The Tag app will scan QR Codes for:

- *Windows Phone 7, via Bing Vision*
- *iPhone*
- *Android*

The Tag app will work with NFC on:

- *NFC-enabled Android devices*

TAG BY THE NUMBERS

(As of November, 2011)

- *August 2011 had the greatest number of Tag barcode scans since Tag launched in January 2009, including Tag's largest campaign ever with Allure, which garnered 576,000 scans*
- *Since 2010, 187 million magazine issues have had Tags printed in them*
- *The number of scans from October 2010–October 2011 increased by 390%, and the number of users increased by 388% in that same period*

For more information, press only: tagpress@edelman.com