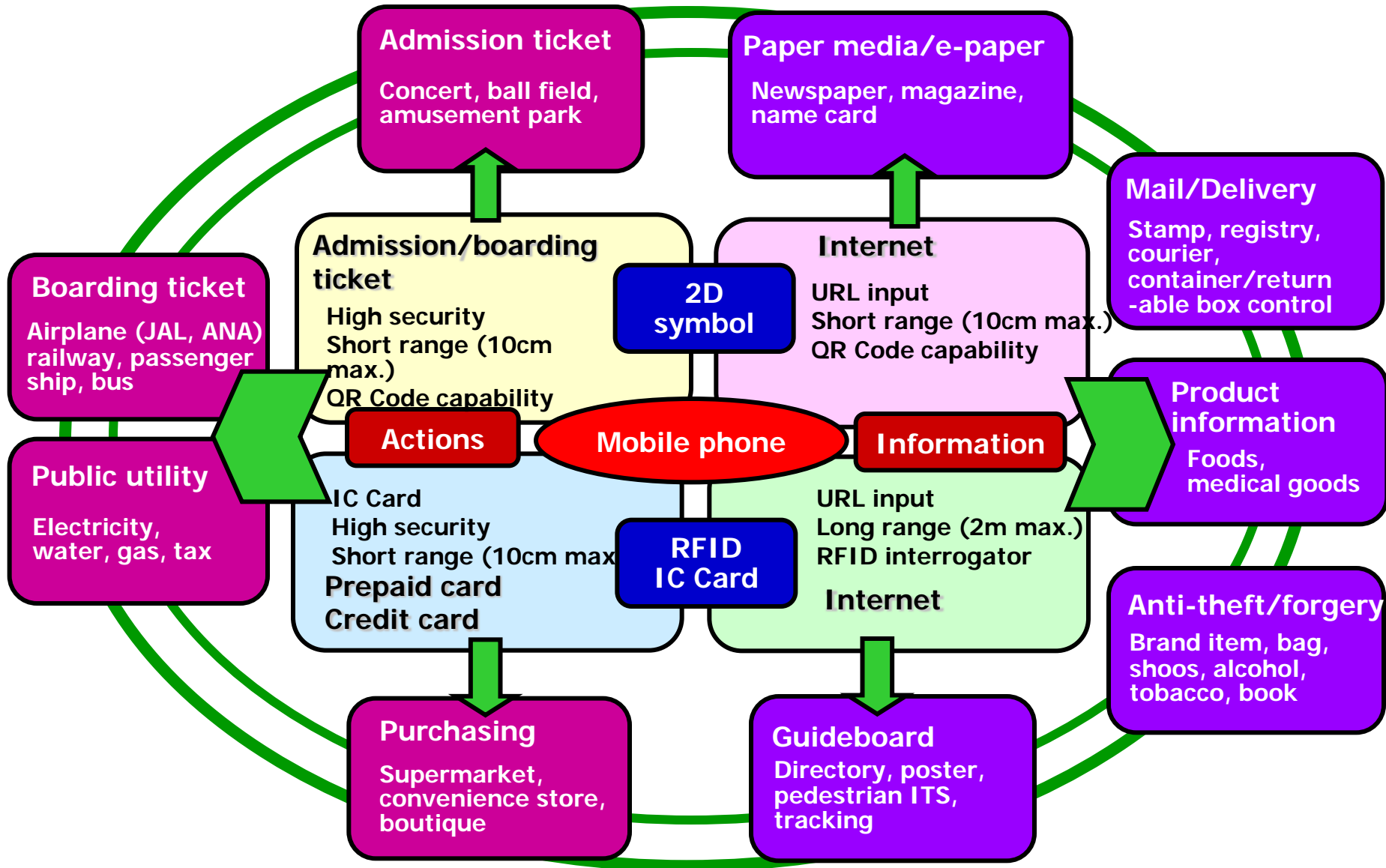


# *QR Code Mobile Applications*

**AI Consultant  
Akira Shibata**



# Mobile Data Carrier Applications (2)



Food Tracing Information



Movie Information Providing



Wine Information Providing



Genuine Whiskey Checking



Secure Taxi Service



Bus Information Providing

## Use cases in consumer market

### ■ QR Code on mobile phone LCD

Mobile QR Code



### ■ QR Code reading by mobile phone



Service available for some NTTdocomo or SoftBank terminals

### Member card/coupon Electronic ticket



### Electronic payment



### Mail order



### Ads (magazine/poster)



### Sales campaign



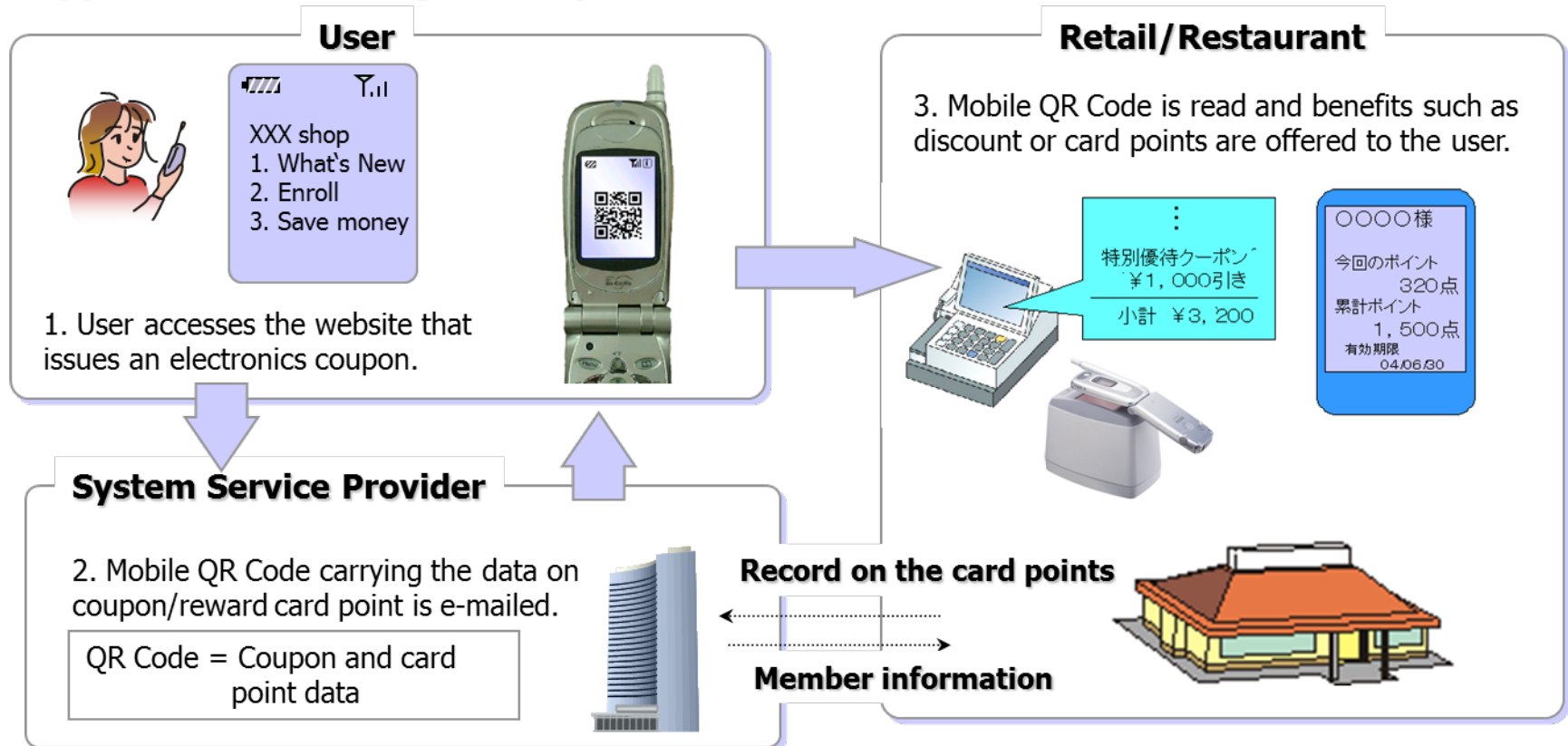
### Business card



# Electronic Coupon

## QR Code displayed on a mobile LCD

### Application: Calculating reward points offered to a member card holder



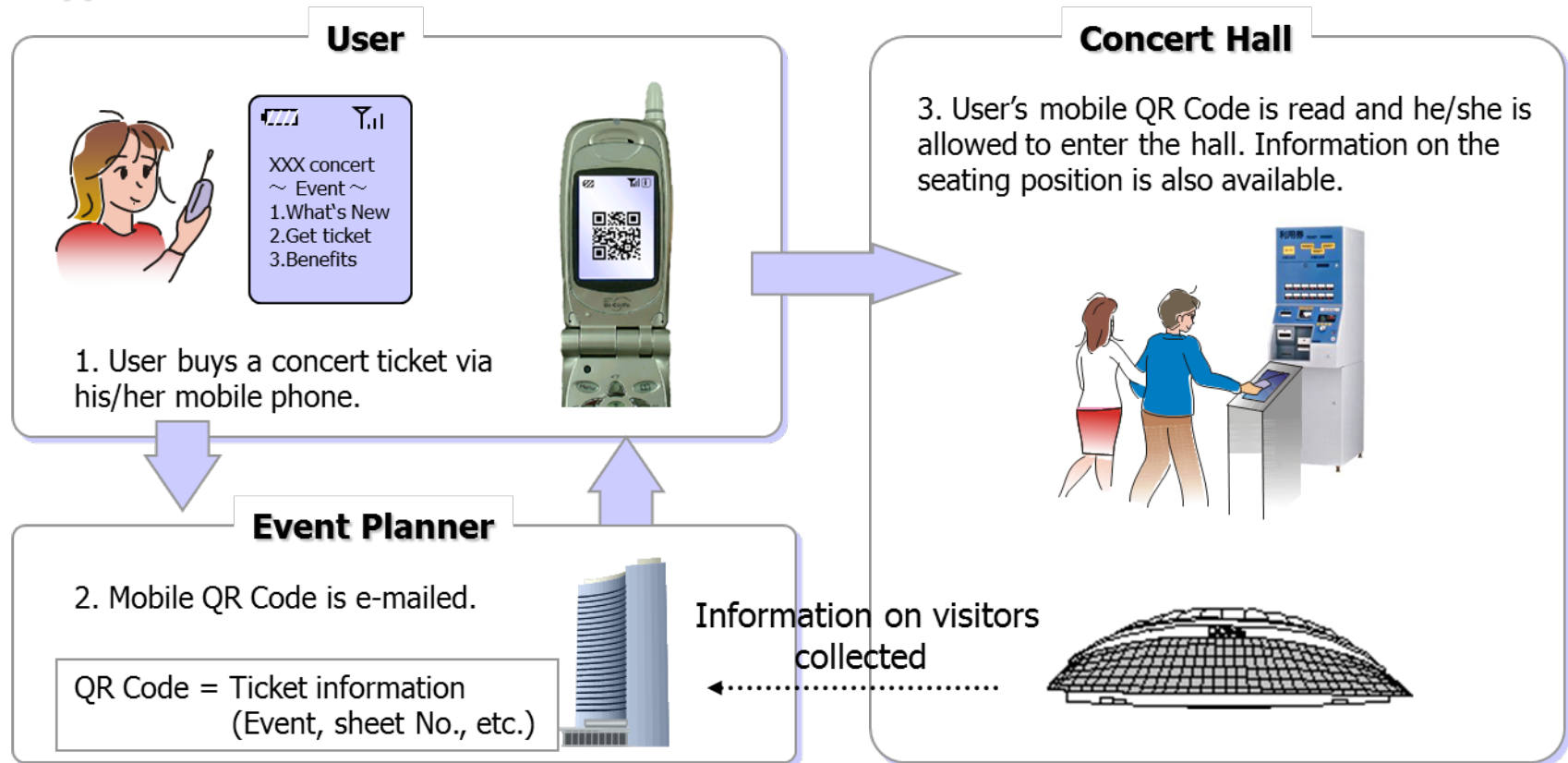
#### <Benefits>

- Can evaluate and operate a marketing and sales promotion.
- Can reduce the cost of issuing member cards and coupons.



## QR Code displayed on a mobile LCD

### ■ Application: Visitor Control at Concert Hall



#### <Benefits>

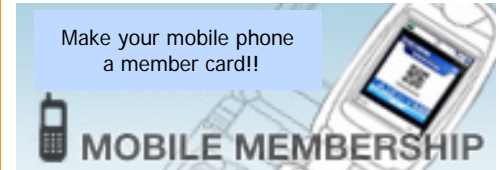
- Can reduce the personnel cost with automated visitor control.
- No need to issue a paper ticket, reducing the paper and postage cost.

# Mobile Membership Service (1)

A new service which offers you various contents via the internet to your mobile telephones is available with Java Application. As well as the ability to check reward points and purchase history, two-dimensional code displayed on your mobile phone can be scanned at point of purchase to show your personal customer data for authentication. It can also be used to calculate reward points. Customers wishing to use the service will receive a biweekly magazine.

## Make your mobile phone a member of The SUIT COMPANY.

If you register with The SUIT COMPANY's mobile membership, your mobile phone will be proof of your membership. Two-dimensional code displayed on your mobile phone offers you the full benefits of our membership service at the store of purchase. Only available to the models that can be connected to the internet. Some models are excluded. (i-mode, SoftBank, EZ web).



MOBILE MEMBERSHIP

# Mobile Membership Service (2)

New mobile terminal type automatic vending machine (Cmode automatic vending machine called "C-mo") is now available, which is equipped with computer, display, speaker, printer and so on. Collaboration with i-mode has made it possible to offer various services to i-mode users, such as cashless shopping, downloading standby screen and ring tone.

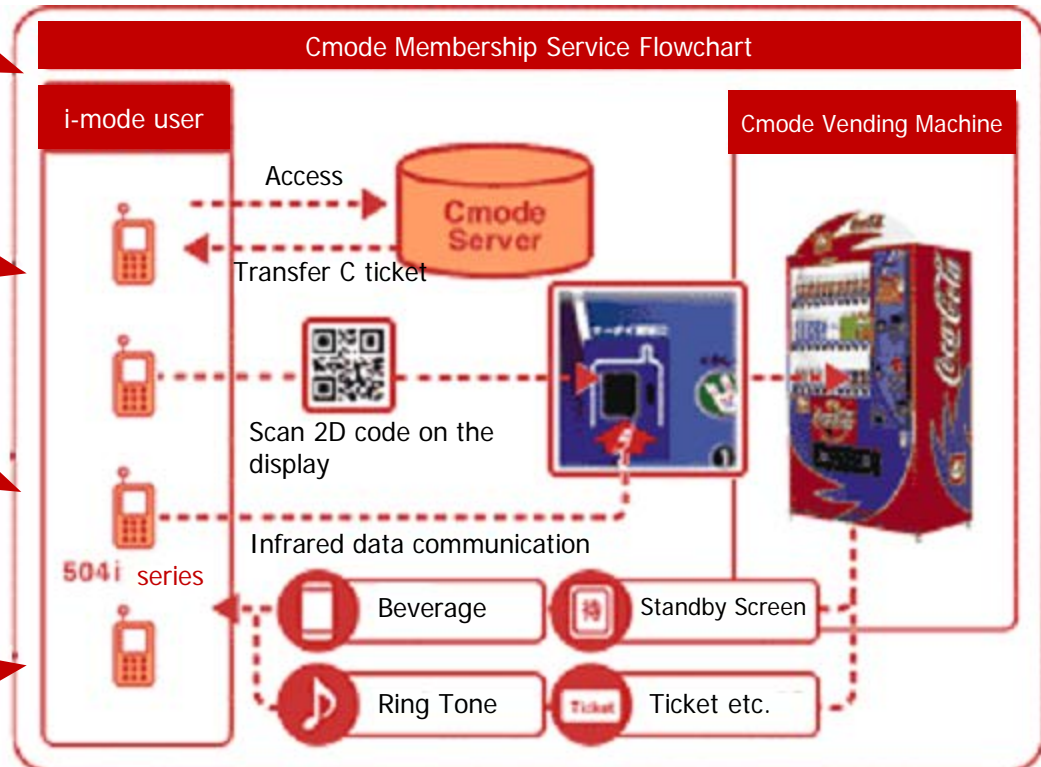


Ability to purchase coupon and ticket  
Coupon and ticket can be issued from the printer on Cmode automatic vending machine. Other information is also available.

Ability to download standby screen and ring tone to mobile phone  
Favorite standby screen and ring tone can be selected and purchased on Club C-mode.

Ability to use cashless beverage purchasing  
Insert cash in C-mode to credit in the specified account on a server for cashless shopping.

Ability to get reward points  
Accumulated reward points can be exchanged with beverage or other Cmode service.





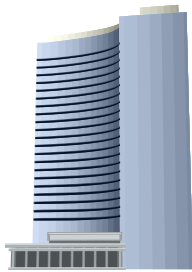
# Mobile Phone Check-In

A new check-in service allows you to purchase a domestic flight ticket of JAL Group with your mobile phone using a QR Code showing your ID for authentication, which is e-mailed after you have made a reservation via phone or Internet. Once payment was settled, you will get a checked ticket by reading the QR Code on the phone's LCD screen by the automatic check-in/ticketing TCM machine installed at the airport.

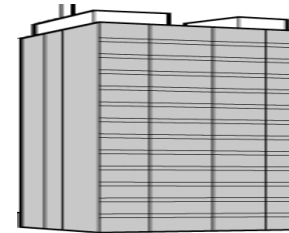


## QR Code displayed on a mobile LCD

Billing Agent



Power/Gas Supplier



Request delivery



Send a bill statement  
(mobile QR Code) via e-mail



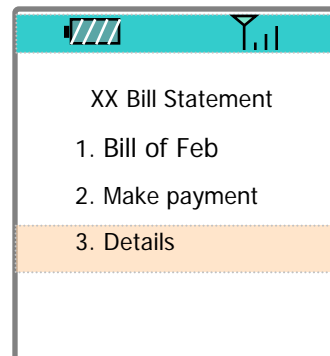
QR Code e-mailed



Pay a bill

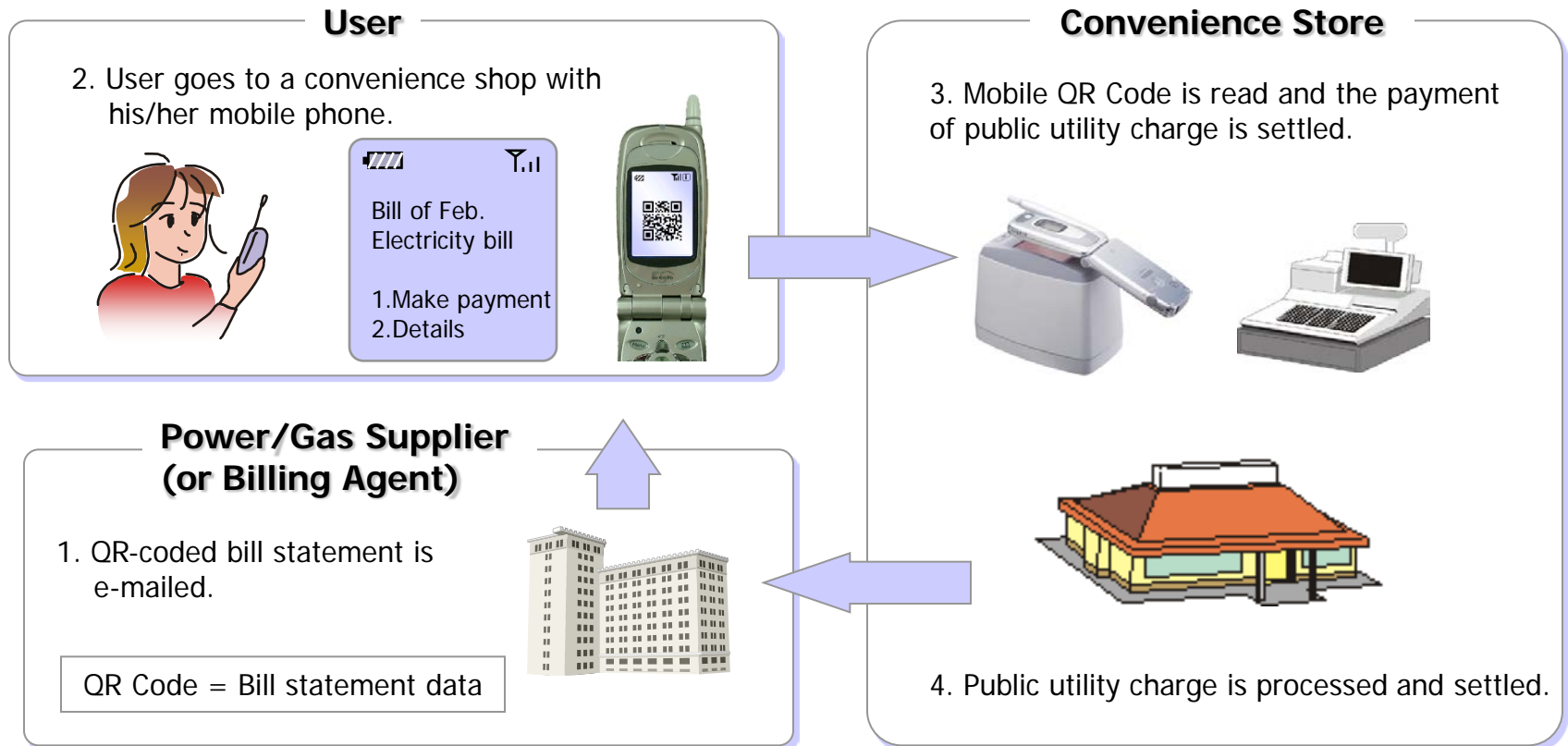


Mobile QR Code is scanned to  
complete the transaction



## QR Code displayed on a mobile LCD

### Application: On-line Public Utility Bill Payment



#### <Benefits>

- Can reduce the transaction cost by eliminating paper works.
- Bill settlement, including a request for payment, can be simplified.

# Electronic Payment (3)

You can pay your docomo cell phone bill without a bill statement at a convenient store with the two-dimensional code you have downloaded from the i-mode website.



**ampm**

**LAWSON**



**Thank you for your attention!**

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