



UpCode

“MAI” System in Banking

Marketed by UP



JUST POINT AND GO !



Marketed by **UPCODE™** 

IMPORTANT TECHNOLOGY IS NECESSARY

- Improving the services in Banking
- Upgrading the level of training of staff
- Customer Relationship Management (CRM)
- Maximize the potential of the customers



NEW TECHNOLOGY



- We are facing to many options for Technology include different hardware and software in the markets.
- What is the best option?
- Easy, Economic, Green (Friendly Environment), Comfortable for both Customer and Staff, Anytime (24/7) & Anywhere Access in the world



UpCode AS TURNKEY



- We offer :

UpCode "MAI" System in Banking



WHAT is "UpCode" ?



- UpCode™ includes an optical reader that uses mobile phones/devices to add any electronic information or system to printed products and to electronic information on screens. With the application it is possible to integrate all businesses and all forms of eCommerce, with print and screen media.



WHAT IS "MAI" System ?

- Mobile Access Interaction System
- Using Mobile Device
- Easy access
- Installing Mobile Application



WHY MOBILE ?

- Economic Device in the Market
- Easy to Use
- Simple & Not Complicated Device
- Light and Easy for Carry
- Existing in all pockets
- Comfortable Device



UpCode CAN READ CODES



- The code (2D data matrix, QR-code, 1D barcode or colour code) or other type of tag (picture, OCR) gives mobile phone users multiple access and interaction, for an example but not only to internet content simply by pointing their phone at a code. Complete integration of localization, personalization, objects and other data.



UpCode



- UpCode is Revolutionary and Interactive, it is an Optical reader that uses mobile devices for interaction of any electronic information or system with printed products and all screens.



UpCode is DEVELOPING



- UpCode is constantly developing new business models and has a complete set of solutions including direct and indirect connecting (linking) codes, direct data/multiple data and combination of them.



UpCode AVANTAGES

- 100% Correct
- Suitable for Multiple Business
- Free Application for UpCode Users
- Device: Mobile (with or without camera) and huge coverage of standard Mobiles
- Access anywhere & anytime in the world
- Adaptation to overcome disabilities



UpCode ADVANTAGES

- Shadow insensitive
- Adaptive reading depth
- All surfaces (even wrinkled)
- All types of screen (TV, Monitors,...)
- Reading : Data Matrix, QR, Barcode
- Advanced Systems
- One Platform and All Functions



UpCode



- Easy and fast to integrate into already existing marketing systems and contents.
- Usable everywhere in all media and cover a wide range of applications:



UpCode's WIDE RANGE



Banking,
Money Transfer,
Asset Management,
Credit Cards,
Payments ,
Intelligent Systems,
Integrate Information,.....

CRM Marketing,
Direct Marketing,
Security Solutions,
Security Printing Notes,
Ordering,
Advertising,



BANKING AND PAYMENTS

- Bills Payment (Electric, Water, Telephone Lines, Mobiles,...)
- Tax Payment
- Transport Payment (Metro, Bus, Taxi ,...)
- Invoices and Fees
- Credit Cards
- Any Money Transaction



UpCode BANKING PACKAGE



- The kits are complete product packages; they give you all you need for taking advantage of the possibilities in UpCode technologies in magazines, newspapers and marketing. UpCode gives you the advantage of being able to offer your payment services everywhere and anytime. Publications and ads become shopping channels and enable direct payments.
- UpCode supports! Implementation support, Help Desk, Mobile education and training.



UpCode in Credit Cards in Finland



Marketed by UP`CODE`™



UpCode Parking Payment



UpCode Taxi Payment



UpCode in Magazines



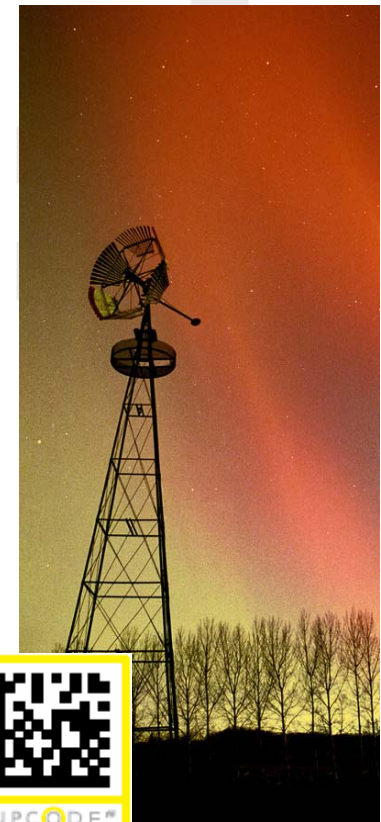
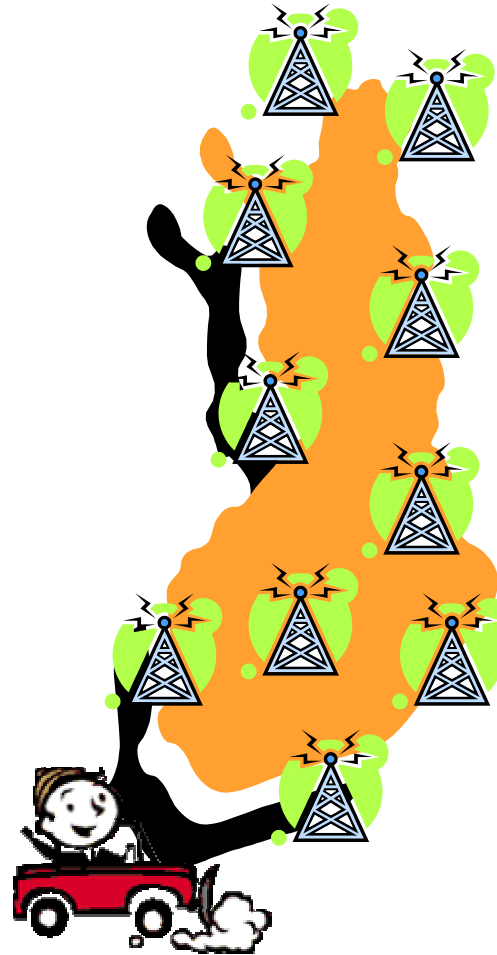
Marketed by UP CODE™



Scanning Codes



UpCode Full Access



Marketed by UP`CODE`™



me BANKING

- m Banking : Mobile Banking
- +
- e Banking : Electronic Banking
- =
- me Banking : Mobile & Electronic Banking



AWARDS



- Awarded with the first place in the Global Mobile Competition held in San Jose, California, and selected a Finalist in the Mobile Rules 2008



UpCode's SAMPLE



000140



001282



001461



UpCode's SAMPLE



001461



000014



000187

Marketed by UP CODE™



UpCode Always with you



WITH UpCode
YOUR MOBILE
is
YOUR POWER
for
ANY PAYMENT



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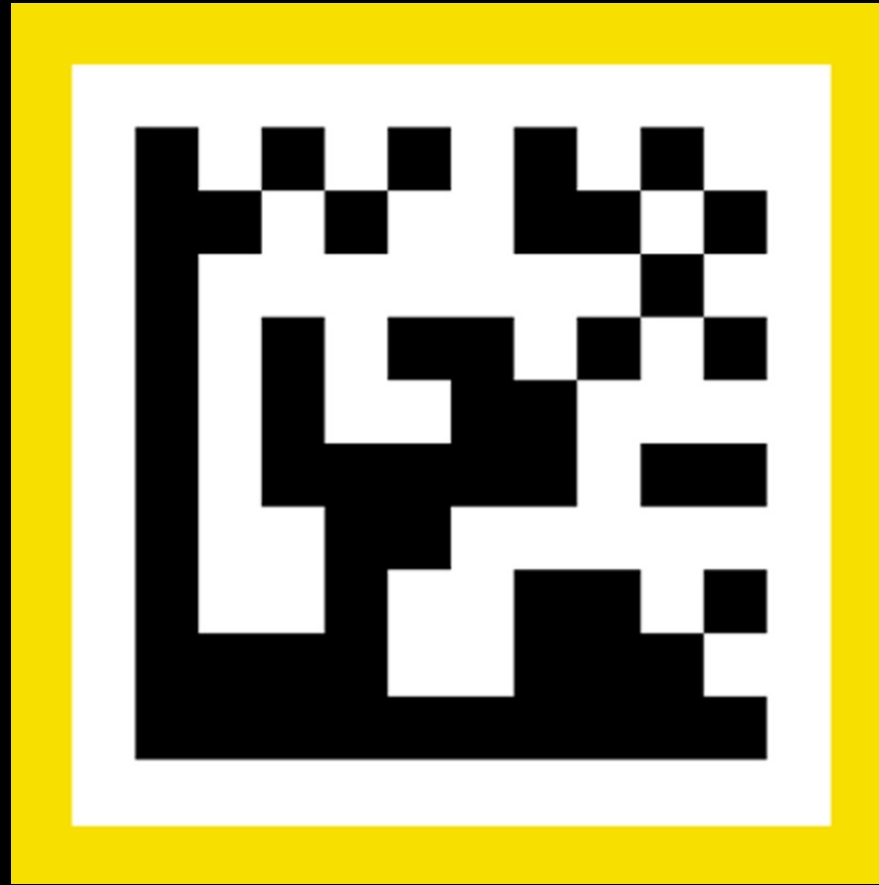
Improving life . . .

U P C **O** D E TM

. . . enforcing business

Marketed by UP**O**DE TM





Kiitos !