



This is to announce that under the joint MBARC NEWLAND brand, Mbarc Europe and the Chinese company Newland Auto ID Tech, have established a partnership for the sales and distribution and the joint research & development of high volume (embedded) barcode reading products suitable for the mobile market (2D-barcode reading from LCD display of cell phones) in Europe and China.

Mbarc Newland includes research & development and manufacturing of new joint (embedded) barcode/RFID/NFC reader products to create the best match between reader product and market demand in Europe and China as regards product design and application. The partnership's objective is to significantly reduce the time-to-market of Mbarc Newland reader products suitable for the mobile market having the best available barcode/RFID/NFC reader product against the most competitive price in high volume.

The Chinese company Newland Auto ID Tech is part of the Newland Group. Newland Group is the high-tech industry group of Fujian province, China engaged in the three pillar industries of electronic information, biological pharmacy and environmental protection. Fujian Newland Computer Company, mainly engaged in electronic information industry, became a listed company on the Shenzhen Stock Exchange in August 2000 (code:0997). In terms of hardware products, its end products for POS (points of sale), IC card systems and terminals rank among top 3 in China. Its 2D bar code techniques and products take the lead in China and have been widely applied in expressway tolling, communication and vehicle recognizing systems. (www.newlandcomputer.com, www.nlscan.com).

The Dutch company Mbarc is the missing link for One2One® mobile communication between mobile message (SMS/MMS/EMS) and mobile response. Individual customers instantly respond to product offering and distribution using its mobile phone LCD validation.

From the mid 80's Mbarc's team has been actively involved in omni directional laser scanning for high through put at POS and from 2000 in developing mobile 2D barcode reader solutions. Mbarc offers LCD display mobile 2D-barcode validation on location to B2B customers. Mbarc designs, develops, assembles, sells and services "ready-to-use" validation terminals for LCD 2D-barcode mobile reading using on and off line validation.

Mbarc's product and marketing expertise and its European distribution through sold barcode reader solutions and in-store marketing concepts and products, creates Mbarc's ability to quickly adapt customer demand in various countries and transform it into workable solutions. (www.mbarc.nl)

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