

# ColorZip Adds Colorful New Dimension to Bar Codes



ColorZip's ColorCAM application uses color as a third dimension of information to go beyond standard bar coding. Using the application, passersby at the Dhoby Ghaut Mass Rapid Transit station in Singapore can snap a picture of the coding on the kiosk, and potentially win prizes by voting for their favorite football match moments.

The 2006 Forum Nokia PRO Award in the Enterprise category was awarded to ColorZip SEA Pte Ltd. for its innovative ColorCAM application and supporting ColorCode technology system. The ColorCode technology system improves upon standard 1D and 2D bar-coding systems by adding color as a meaningful third dimension to the encryption equations. In the process, it opens up new possibilities for branding in commerce, and new possibilities for actions by the mobile consumer.

## Color is the third dimension

The ColorCAM client application allows S60 3rd Edition and S60 2nd Edition imaging phones to function as scanners and digital readers. The software scans the recorded image, recognizing the matrix of color-coded cells affixed to any product, and sends the index number to a code management server. The code management server maps the index number to a content server and retrieves the corresponding data to return it to the mobile phone. The client application can be downloaded free via either a short message service (SMS) message or WAP, and it also provides keypad access to numeric codes for S60 devices without a camera.

*“Using an S60 3rd Edition image phone, you can scan a code from 10 meters away on a television set, or from 100 meters away on a billboard.”*  
— John Moore, CEO, ColorZip SEA

The minimum size for a ColorCode data matrix is 3mm, and the color enables corporate logos and other branded images to become part of the matrix image. A film fan could see a movie poster with a code, snap a picture of it with an imaging phone, retrieve a trailer of the movie, and then receive information about local screenings of the movie on the S60 device. The consumer could then book the tickets online and send the ticket information to a friend.



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“Winning the 2006 Forum Nokia PRO Award in the Enterprise category was a huge help to us, in that it underscored our credibility and strengthened our position among brand managers,” says John Moore, CEO, ColorZip SEA.

## Looking ahead:

“As we roll out the technology, the education of consumers is the real challenge,” says Moore. “That is why we partner with media companies, governments, and mobile operators.” Moore says that the rollout of ColorCAM will proceed on a geographic basis. “It is currently used in Korea, Japan, and Singapore, and in March 2007, it will be launched in Sri Lanka,” he says. The Malaysian launch will occur in the May-June time frame, and ColorCAM will be rolled out in India in late summer. ColorZip Media Inc., the global entity, plans to launch the product in Europe in June, and to continue the rollout in the APAC region with launches in Thailand and Indonesia in the third quarter. “ColorZip Media opened up a U.S. office six months ago, so clearly we are going to be moving in that direction as well,” says Moore.

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### ColorZip gains traction in APAC Region

The ColorCode system has been adopted by such commercial giants as Amazon.com; eBay Inc.; Fuji Photo Film Co., Ltd.; Sanyo Electric Co., Ltd.; and the adidas Group in the Asia-Pacific (APAC) region, and is currently being deployed by operators StarHub, MobileOne Ltd., and Singtel in Singapore. In February 2007, Singapore Press Holdings Ltd. introduced the technology as ZapCode with an intensive marketing campaign across Singapore.

ColorZip's underlying ColorCode technology has seen multiple examples of use in the APAC region. "The Tokyo Broadcasting System (TBS) used it to sell books in a TV shopping environment," says John Moore, CEO of ColorZip. "They sell the books using Amazon.com as the delivery mechanism, but the purchase is done through our application. You zip a picture of the ColorCode on the TV screen, and that connects to the server to activate the purchase. You are billed through your phone account. The book is sent to the address of the phone account, so there is no credit card transaction involved." According to Moore, in the early trials of the software, TBS offered consumers the option to buy using either the traditional black-and-white bar codes or the ColorCode technology, and the response was 7-to-1 in favor of the ColorCode technology. "In recent market research trials in Singapore, 75 percent of first-time users were able to download the application and successfully zip a code to receive the content," he says.

### Business strategy

ColorZip's revenue model is based on the individual needs of enterprises that use the technology. The ColorCodes are rented for a fixed period of time. There are monthly server and support charges. And in the case of the TBS promotion, for example, there was also a revenue-sharing deal, says Moore. Other future deals may be based on subscription or flat-rate models, depending on the nature of the marketing campaign being addressed and the depth of the business relationship.

*"We had an excellent Forum Nokia business development manager assigned to us, and he has been a great help both inside and outside of Nokia."*

*— John Moore, CEO, ColorZip SEA*

### S60 3rd Edition

While ColorCAM is supported across multiple platforms, including S60 3rd Edition, S60 2nd Edition, the Series 80 Platform, and the Series 40 Platform, Moore is particularly excited about how ColorZip works in conjunction with S60 3rd Edition devices. "With S60 3rd Edition devices, you have both the scalability and the multimedia aspects coming into full play," he says. "The zooming features associated with some of the latest S60 3rd Edition devices work extremely well with our software. Using an S60 3rd Edition image phone, you can scan a code from 10 meters away on a television set, or from 100 meters away on a billboard."

### How Forum Nokia PRO helps ColorZip

"Forum Nokia PRO has been a great help in driving the market for ColorCAM, and ColorCode technology systems," says Moore. "We had an excellent Forum Nokia business development manager assigned to us, and he has been a great help both inside and outside of Nokia. Inside Nokia, he has helped to make the connections to Nokia business units, where decisions are made on a device-by-device basis by each device product manager. Outside of Nokia, he has been very helpful in convincing strategic enterprises. The PRO Forum also provides impetus to ColorZip internally to meet development deadlines, which drives our business forward."

One of ColorZip's biggest challenges in bringing its new technology to market is in getting the attention and commitment of individual enterprises to adopt the technology. "Winning the 2006 Forum Nokia PRO Award in the Enterprise category was a huge help to us, in that it underscored our credibility and strengthened our position among brand managers," says Moore. "It helped to convince agencies and media managers to put some real budget into making the shift towards us, which in some cases also meant a shift away from RFID chips."

For more information, go to:

[www.nokia.com/developer](http://www.nokia.com/developer)

Some of the colorful uses of ColorCode technology include corporate branding within the code itself.



Sanyo Electric Co. Ltd. used this ColorCode to highlight a tropical/Hawaiian theme to its 2006 line of textiles. The code contains a brief product introduction.



Toppan Printing Co. Ltd, located in Toshima-ku, a ward of Tokyo, uses this ColorCode to link readers to its own corporate web site.



Heisei Kanko Co. Ltd., a tour bus company in Northern Honshu, Japan, used this coding to provide bus schedule and tour information for the 2006 Sakura cherry blossom festival.



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