

## **bCODE & Venture Corp launch “Green” Mobile Ticketing for Golden Village Cinemas on Earth Day**

*After successfully piloting a mobile coupon program using bCODE’s scanning technology over 2009, GV Cinemas is launching a completely paperless mobile ticketing solution on Earth Day 2010 (April 22<sup>nd</sup>).*

**(SAN FRANCISCO, CA – April 22, 2010)** – bCODE ([www.bcode.com](http://www.bcode.com)), a leading provider of mobile coupon, ticketing and affinity platforms, in partnership with Venture Corporation (SING: VENM), a leading electronic services provider, announces the commercial launch of a “green”, paperless mobile ticketing system on **Earth Day 2010** for Golden Village Cinemas, the largest cinema chain in Singapore. Golden Village Cinemas is a joint venture between Golden Harvest Cinemas of Hong Kong, and Village Cinemas of Australia, one of the largest cinema chains in the Asia Pacific region.

Leveraging bCODE’s patented scanning technology, GV’s mobile ticketing service will be the first mobile ticketing service in the Asia Pacific region to be completely paperless, and usable by all consumers on all mobile phones.

Patrons of Golden Village cinemas now have the convenience of buying movie tickets online through a PC or a mobile phone, instantly receiving a bCODE Mobile Ticket as an SMS text message that will be scanned at the cinema entrance for admission, without ever having to worry about printing a ticket again.

“We selected bCODE’s OCR (optical character recognition) scanning technology over other mobile barcode technologies because their solution is not constrained by mobile phone type or carrier selection. Consumers need not make any changes to their mobile phone plan nor download and install any special software for the solution to work. It can get very busy at the movies, and we cannot afford scanning problems. Other technologies have demonstrated to have its limitations.” said Roger Lim, Chief Information Officer of Golden Village Cinemas. “Additionally, bCODE’s scanning device has a user-friendly touch-screen that can enhance the experience and can also act as a marketing channel.”

“We have successfully used the technology extensively over 2009 for an in-cinema mobile coupon program across the nation with hundreds of thousands of our valued

customers. The results were excellent and we decided to move forward with the mobile ticketing service,” added Roger Lim, of Golden Village Cinemas.

“We are pleased to be selected by Golden Village as a key technology for this launch, and are proud to be contributing to a green initiative at the same time. We look forward to announcing more of these projects, globally, in the coming months,” said Michael Mak, Chief Executive Officer of bCODE.

A bCODE is a secure and encrypted text message (SMS) that can be scanned easily. Consumers receive bCODE text message tickets and coupon incentives on their mobile phone that they can then redeem at a bCODE MediaPlane, the interactive touch-screen scanning device. The bCODE MediaPlane reads the bCODE text message and provides digital content, offers and entertainment, in addition to being an admission tool.

bCODE’s text-messaging-only based system allows anyone with a mobile phone to instantly benefit from mobile offers, unlike other mobile marketing programs that require picture messages, data plans, software downloads or carrier subscription services. Through bCODE’s patented technology, more than 4 Billion mobile subscribers worldwide, including more than 2 Billion Asians, will now have access to mobile ticketing, mobile coupon, mobile payment and affinity platforms.

Please visit [www.bcode.com](http://www.bcode.com) to learn more about what a bCODE powered solution can deliver for you.

#### **ABOUT bCODE**

bCODE provides the world’s most reliable mobile phone scanning technology for mobile coupon, mobile ticketing, mobile payment and mobile affinity platforms. bCODE, is headquartered in San Francisco, C.A., with offices in San Diego, Sydney, Singapore and Dubai. bCODE Inc. is the provider of the bCODE service, a mobile commerce enablement service that is ubiquitous on billions of devices. Founded in 2004, customers include Sprint Nextel, Screenvision, IKEA, Harrah’s, O2, Ford, MasterCard, Adidas, Virgin Mobile, Carl’s Jr, CeBIT, Singapore Airshow, Commonwealth Games, as well as developer partners across 20 nations. For more information, visit [www.bcode.com](http://www.bcode.com).