



FOR IMMEDIATE RELEASE

**OFF-LINE IS NO LONGER OFF-LIMITS:
START-UP COMPANY HELPS PAVE THE WAY FOR 2D CODE ADOPTION IN THE U.S.**

Santa Monica, CA, March 8, 2010 – 2DCodeMe.com announces the launch of a website that introduces 2-Dimensional barcodes to the general public. 2DCodeMe.com explains in everyday language what 2D codes are, enables people to generate their own free personal 2D codes and then use that code to make personalized items such as a t-shirt that links to a blog, a poster that links to a music video, or temporary tattoos for an event. 2DCodeMe.com is the only site geared toward adoption by everyone – from teenagers to small business owners to traditional marketers.

The site features entertaining video content to engage people who are not yet familiar with 2D codes, as well as a user-friendly online code generator that provides free QR codes and suggestions for using codes in everyday life. The company is also launching the 2DCodeMe iPhone app, a reader for the most popular 2D code formats; QR and DataMatrix codes, available now on iTunes.

2D codes (also commonly referred to as QR codes) have been in broad use in Japan for years, and are finally popping up more frequently in the U.S., driven by the rapid adoption of smartphones and mobile applications. A type of barcode that can embed information and links to the digital world, 2D codes can be launched simply by taking a picture with a code reader app on a smartphone. Codes can be easily created to launch urls, effortlessly open pre-addressed emails or text messages, auto-dial telephone numbers, access product information and podcasts/videos, program calendar events, provide geo-locations, and can store virtually any kind of text. Until now, most of the people in the U.S. that have heard about 2D codes are techies or marketers, but 2DCodeMe is making the technology accessible to the rest of the population.

The U.S. is ripe for new products that facilitate mobile communications, and 2D codes are a great device for marketers eager to reach people in new ways. 2DCodeMe.com promotes creative and productive uses of technology for both business and public service uses, and consults on custom code design and marketing programs. *2DCodeMe Gives Back:* 10% of net profits made from product commissions on the site are donated to non-profit organizations that use technology to help people.

2DCodeMe is a division of Big Fun! Inc., a service corp based in Santa Monica, CA. Officially launching March 4, 2010, the 2DCodeMe.com website was developed by Onix-Systems (Ukraine) and the iPhone app was built by Vokal Interactive (Chicago). Videos were created in Los Angeles, Nepal, Argentina and New Jersey.

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To start connecting the physical world to the digital world, scan this code using your iPhone or other smartphone - just download a free reader App like the 2DCodeMe iPhone app, click, and you're on your way.

