



## MultiTouch Personalizes Digital Signage with MultiTaction Codice

Visit MultiTouch at DSE 2013 in Las Vegas Convention Center, booth #222

**Interactive display reads 2D barcodes, personalized for each user, to send and receive information for a bi-directional digital signage experience**

MultiTouch Ltd., the world leader of interactive display systems, today debuts its new product, MultiTaction Codice. Personalized for each user in the form of a 2D barcode, Codice allows all digital signage, and other interactive display users, to send content directly to their emails just by using their personal ‘Codice’ marker. An interactive display can simply read the 2D barcode to show, send and receive information resulting in a highly personalized digital signage experience.

Codice is based on MultiTouch’s proprietary Enriched Reality™ technology and can be printed on any object such as cell phones, tickets, loyalty program cards or visitor badges. They can even be printed at home and used with any Codice-enabled interactive display. By briefly showing the Codice marker to the display, the content shown is automatically sent to the email address that the content owner has assigned to that specific marker. This transaction is also recorded so the content owner has a real-time view of their clients’ interests.

“MultiTaction Codice turns digital signage bi-directional,” says Timo Korpela, general manager of MultiTouch Americas. “Codice users decide which content is interesting to them and in turn that information is also available to the content owner. Codice markers can also be used to identify the user and present personal or exclusive content which is especially useful if you are a loyalty program member or a season ticket holder. Even the corporate visitors can have Codice markers printed on the backside of their visitor badge.”

Each Codice marker is unique and every individual has their own, personal code that is used to send content or to identify the user for personalized and exclusive content. Codice markers are managed by the content owner that can integrate the Codice information into any CRM or loyalty program they are using. The uniqueness of Codice markers is controlled by MultiTouch DRM Server that guarantees that the same code is never in use by more than one person. MultiTouch DRM Server has a capacity for over four billion unique codes.

Compared to the existing methods to interact with digital signage, MultiTaction Codice brings two important improvements:

- The cost of technology is practically zero. MultiTaction Codice markers can be printed on anything, even at home, and the technology doesn’t have to be embedded to the everyday objects like in RFID
- Instead of a generic mobile web pages that QR codes launch, MultiTaction Codice is personal and the content owner can identify the user

The content owners plug into MultiTaction Codice service by purchasing Codice licenses that are added to their existing CRM or loyalty program. Whenever a MultiTaction interactive display detects a Codice marker, the Codice application does an SQL query to the client CRM system and retrieves an email address or other personal information for the Codice marker shown.

While unique MultiTaction Codice markers are controlled by MultiTouch's DRM server, MultiTouch also offers an entry level system that comes free of charge with MultiTaction displays.

MultiTouch Codice is now available for orders.

MultiTouch will showcase MultiTaction Codice at DSE 2013, taking place in Las Vegas Convention Center, booth #222. MultiTouch's General Manager, Timo Korpela, has an on-floor presentation about MultiTaction Codice at DSE 2013 on Wednesday, February 27 at 3:30 pm.

For further information about MultiTouch, please visit [www.multitaction.com](http://www.multitaction.com), [youtube.com/multitaction](http://youtube.com/multitaction), and [twitter.com/multitaction](http://twitter.com/multitaction).

#### **About MultiTaction**

MultiTouch Ltd is the leading developer of interactive display systems, based on proprietary software and hardware designs. The company is headquartered in Helsinki, Finland with offices in Silicon Valley, New York and Singapore. MultiTouch products are in use in more than 50 countries worldwide.

MultiTaction® is a registered trademark of MultiTouch Ltd.

#### **Media Contact - Americas:**

Katie Blair  
Vantage PR for MultiTouch  
407.767.0452 x229  
kblair@pr-vantage.com

#### **Media Contact - Europe:**

Rob Lane  
Bigger Boat PR  
+44 (0) 7986 113 722  
rob@biggerboatpr.com