

## High capacity Mobile Multi-Coloured Composite 2D-barcode for mobile phone applications

MMCC™ is a colour, two-dimensional (2D) barcode designed to disseminate high capacity mobile phone content via existing colour print and electronic media, without the need for network connectivity. Consumers can use 2D barcodes to gain instant access to complex information, such as drivers' licence details, product and service prices, recipes or bus timetables... simply by scanning the colour barcode. This represents a significant change in customer convenience. Being encoded in both the height and width of the symbol and in the colour of the pixels, a significantly greater amount of data can be stored than in the traditional binary barcode symbol. With MMCC™ mobile content can be disseminated on most printed media to mobile camera phones worldwide.

MMCC™ is the only colour 2D-barcode tailored to suit the limitations of low resolution camera mobile phones (from VGA resolutions onwards) that can be printed on paper using more than 8 colours. This currently translates to application across more than 1 billion existing mobile users. A recent study noted that in Japan where 76% of the population is familiar with camera phone based barcode scanning, 65% of males and 48% of females had used black and white 2D barcodes within the 3 month period prior to the study.

MMCC™ is being developed jointly by Dr. Alfred Tan, School of Computer and Information Science (SCIS) and Dr. Douglas Chai, School of Engineering (SoE). A provisional patent has been filed and capital is being sought to develop a suite of mobile encoding and decoding softwares for mainstream, low resolution camera mobile phones. MMCC™ was a finalist in the innovation category at the 18<sup>th</sup> WAITTA (Western Australian Information Technology and Telecommunications Awards) 2008-2009.