

New Free Service by scanR Enables Business Executives to Gather Business Card Information Without Card Scanner Hardware

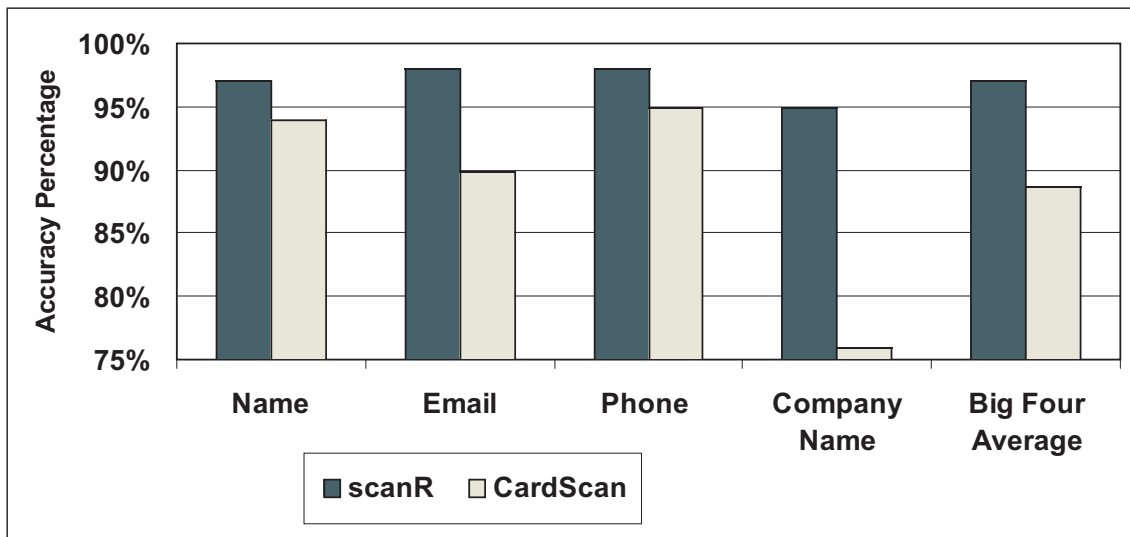


## NEW FREE SERVICE BY SCANR ENABLES BUSINESS EXECUTIVES TO GATHER BUSINESS CARD INFORMATION WITHOUT CARD SCANNER HARDWARE

Replacing a product with a service is always welcome for today's mobile business warriors. Basically, the scanR scanning service eliminates the need to purchase and carry a business card scanner if you have a decent digital camera or camera phone. All you do is take pictures of the business cards you collect at a meeting or conference, email them to bc@scanR.com, and they send you back the data on the cards in about one minute per card.

So how well does the new service work? In a 100 business card comparison between the scanR Business Card service and a business card scanner from CardScan running version 7.0.5 of their proprietary software, Frost & Sullivan found scanR to have 4.5 times fewer errors. Frost & Sullivan was very surprised to find that CardScan, the best-selling industry solution, had a 45% chance on each business card, of the 100 we tested, to have the contacts name, phone number, company name, or email address incorrect. These top four fields are the ones that matter most to typical business people. On the company name field, for example, scanR was up to 19% more accurate than CardScan, which only managed to get the company name correct on 75% of the cards. Overall, scanR was 8% better than CardScan with a 97% average accuracy rate across the top four fields. Figure 1 and Figure 2 detail Frost & Sullivan's quantitative analysis of the two different card reading systems:

**Figure 1: Data Analysis scanR versus CardScan Big Four Fields Accuracy Test**



Source: Frost & Sullivan

**Figure 2: Data Table for Accuracy Test**

Metric	Name	Email Address	Phone	Company Name	Average Big Four Accuracy	Big Four Errors Per 100 Cards
scanR	97%	98%	98%	95%	97%	10
CardScan	94%	90%	95%	76%	89%	45

Source: Frost & Sullivan

Frost & Sullivan also found important qualitative differences between the two approaches to inputting data from business cards. Figure 3, below, details these distinctions between the leading hardware model and the scanR free service approach:

**Figure 3: Frost & Sullivan’s Eight metric comparison between scanR’s service and CardScan’s product**

Company	Metric							
	Ease of Use	Big 4 Accuracy	Total Accuracy	Functionality	Lowest Initial Cost	Long term Cost	Speed	Data Accessibility
scanR		X	X	X	X	X		X
CardScan	X						X	

Source: Frost & Sullivan

There are many key advantages to the scanR solution. First, having the contact information emailed to a business road warrior, or optionally stored on scanR.com, means that even if users are away from their usual computer they still have access the contact information they entered months, or even years, ago. With the CardScan solution you must have the device and the database on the same computer making it difficult to transfer contact information. Imagine how much more scalable the solution by scanR is: one executive can take pictures of business cards and then email the contact information to his or her whole company if necessary.

scanR works with digital cameras and camera phones that business professionals already have and regularly carry. No additional hardware is needed. In 2006, projections for digital camera phones sales are just shy of 100 million, and camera phone sales are projected to

exceed 500 million! If you include existing devices, by the end of 2006 there will be over 350 million digital cameras and over 1.2 billion camera phones in the hands of consumers globally. The service requires 2.0 megapixel or higher resolution. For this comparison, we used a Sony DSC-T30, which is a consumer point-and-shoot digital camera. scanR also works with camera phones from Verizon, Sprint and Cingular, but we did not test with these phones.

In conclusion, Frost & Sullivan has found that the scanR solution is markedly cheaper, easier, and more accurate than the expensive devices from CardScan. Although CardScan is somewhat easier and faster to use, these attributes seem to result from CardScan's first mover advantage -- most business professionals are used to shoving a business card into a business card scanner, whereas few are currently familiar with taking pictures of business cards. However, as the new scanR solution gains traction and business professionals become more familiar with it, naturally their speed and ease of-use with scanR should increase considerably. Once this new solution hits critical mass, which Frost & Sullivan believes is inevitable, collecting contact information and sharing it with other members of your organization will never be the same. It will be cheaper, faster, easier to distribute, and, most importantly, much more accurate.

## CONTACT US

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