

NEW YORK, May 1 *PRNewswire* — Scanbuy, Inc., a global provider of wireless commerce solutions, announced today the launch of a pilot program with Regie Autonome Transports Parisiens (known as RATP, the major transit operator in Paris and its environs) and faberNovel, an innovation consulting firm, to create an interactive transit station to allow commuters and travelers easy access to information using their cell phones and handheld devices. Outside of Japan, the program is the first operation of its kind in the world.

Through the test program, RATP is installing Scanbuy's interactive 2D (two dimensional) barcode technology throughout Noisy le Grand, to provide commuters access to a wide array of information including subway and bus schedules, traffic information, area maps and general RATP information from the RATP WAP site.

The pilot program is scheduled to run for three to six months and if successful, RATP will consider introducing the service in all of the RATP metro stations and bus stops throughout Paris and its region.



"In demanding mobile environments, Scanbuy makes technology accessible and effective," said Jonathan Bulkeley, Chief Executive Officer of Scanbuy, Inc. "This pilot program will be a major convenience for mobile consumers by creating the vital link from the mobile handset to the physical world."

"RATP is responsible for most public transportations in and around Paris and our mission is focused on creating an easier and better travel experience to consumers, in particular in delivering personalized real-time information" said Thierry Anselot of RATP. "We've chosen to work with Scanbuy because their barcode-capture technology and services platforms are the most advanced in the market and offer proactive delivery of real-time information and communication to mobile consumers."

About Scanbuy, Inc.

Scanbuy (<http://www.scanbuy.com>) is a global provider of mobile solutions allowing consumers to access mobile commerce and mobile marketing services in a simple and intuitive way. Scanbuy's barcode-capture technology and services platforms are designed for handset manufacturers, wireless carriers, content providers and retailers to enable swift navigation from the handset to the physical world. Scanbuy is widely acknowledged as the leading solution provider in this emerging market which displays strong growth potential for the consumer wireless market throughout the world. Founded in New York in March 2000, Scanbuy is led by a pioneer in media and e-commerce and has a strong intellectual property portfolio with over 25 patents filed in the US and internationally since 2001. Scanbuy made Fortune's 2005 list of "25 Breakout Companies" and the "Top 100 Companies in North America" in Red Herring in 2006. The company's investors include Longworth Venture Partners, Masthead Venture Partners and Hudson Ventures.

About RATP

Actor of urban mobility in Paris and its region, the RATP manages 16 subway lines, 2 lines of the RER (suburb trains) and more than 300 lines of bus. Daily 44,000 agents produce some 10 million journeys on the RER, subway, trams and buses. That is more than 2.8 billion journeys in 2005. The RATP also administers <http://ratp.fr>, first information provider on collective transport in Ile-de-France. Doing so, the transport operator metamorphoses itself as an attractive supplier of urban mobility services.

About faberNovel

faberNovel (<http://www.fabernovel.com>) is a management consulting firm that specializes on innovation and putting it into practice. Because they operate in an ever-changing world, companies must continually adapt their strategy, their organization, their culture and their products in order to maintain a competitive advantage. Many large French and international groups trust faberNovel's expertise to stimulate their innovation genes, making them more agile and improving their vision so they can evolve in a changing environment.

faberNovel's identity is based on a networked approach to innovation and on a perfect command of all aspects of it : starting with the need identification and the concept wording up until its implementation, faberNovel is offering to its clients and partners an ecosystem that includes innovative start-ups, large companies and research labs that are willing to share resources and move forward together to make society progress as a whole. As innovation's missing link, faberNovel is able to breathe life into those projects and reveal each organization's hidden resources. Engineers, designers, marketing, communication or process experts, the diversity and experience of our consultants bring expertise in functional design, command of new technologies and the necessary engagement to complete our missions.