

## Neustar and NeoMedia Speed Up Widespread Implementation of Mobile 2D Barcodes

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Neustar announces a landmark agreement with NeoMedia Technologies Inc. to have Neustar act

as the exclusive patent licensing agent in the U.S. for NeoMedia's intellectual property for two-

dimensional (2D) barcodes. The agreement creates a "one stop shop" for consumer brands to

simply and affordably use barcodes to deliver exciting new applications, services and

compelling content to mobile consumers.