Alexander Muse

Co-Founder, Big in Japan Inc.
amuse@biggu.com
1+214.550.2003
Website: http://biggu.com
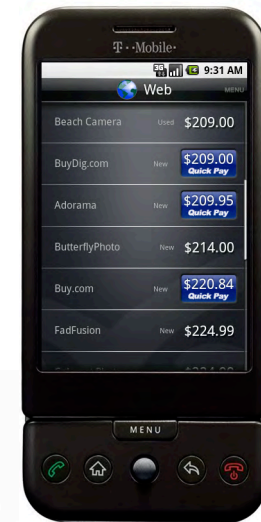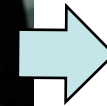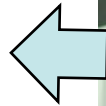Blog: http://texasstartupblog.com
Twitter: http://twitter.com/amuse

ShopSavvy™

Mobile Shopping Assistant

ShopSavvy is an award-winning application that connects consumers with products, brands and retailers.

- Users scan 1D or 2D barcodes on any of more than 20 million products using their phone's built in camera.
- ShopSavvy returns product results with prices from online and nearby local retailers.

Progress Report

The First Nine Months

- 1 million+ ShopSavvy Users and 2.8 million+ downloads

- Won Google's Android Developer Challenge

- T-Mobile's featured app for US and EU launch

- Available on China Mobile, China Unicom, KDDI, NTT DoCoMo, Softbank, T-Mobile, Telefonica, Vodafone (AT&T later this year)

- Launching on iPhone (3G and 3GS) July/August 2009

Product Tags

Extending Barcodes

http://gr1.com/service/productquery.cgi?UPC=88222444448811

The XML feed could include:

```
<productinfo>
<partno>XX131</partno>
<title>Sony TV</title>
<abstract/>The Sony TV by Acme Corp</abstract>
<text>This is some free form text. </text>
<url>http://www.acmecorp.com/</url>
<image> http://www.acmecorp.com/products/XX131/image.jpg</image>
<video>http://www.acmecorp.com/products/XX131/demo.mp4</video>
<audio>http://www.acmecorp.com/products/XX131/about.mp3</video>
<chat>http://jabber.acmecorp.com/products/XX131/chat</chat>
</productinfo>
```