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JMANGO TAKES RETAIL INTO THE FUTURE

JMango, one of the world's fastest mobile application development platforms, has teamed with DENSO, the inventor of the QR Code, to provide a new level of interactivity at the Retail Expo's Retail 2020 concept store.

As part of Retail 2020, visitors will be able to download a mobile application with their own unique QR Code embedded. As they travel through the Retail 2020 stores, visitors will be able to use their unique QR Code to engage with the various POS systems to receive specialised content, additional information as well as enter competitions.

JMango CEO, Ilan Oosting is excited by the new opportunities developing in the retail space: "The retail marketplace is forever changing. No longer can brands simply open their doors, throw some print advertising out there and expect the customers to flow in. Vendors are becoming increasingly competitive and it will be only those brands that can deliver the deeper levels of engagement with their audience that will prosper.

"Having that ongoing conversation with the customer is paramount, which is where the mobile device can play such a key role. We are very excited by the opportunities that the mobile channel can provide to the retail sector."

Mervyn Monty, Manager of Diversified Products Group, DENSO added, "We are seeing some big things on the horizon for retail, particularly around interactivity with the consumer. The QR Code has done enormous things in Japan both at a retail and marketing level. We are starting to get a lot more enquiries about this and feel it is only a matter of time before the adoption starts to take off in other parts of the globe. The Retail 2020 space allows us to show the versatility and efficiency of the QR Code to an audience that we think will be one of the first adopters here in Australia."

The Retail Expo is one of the largest Expos of its kind in the southern hemisphere. This years Expo is on from 10am-5pm daily, 11-13 August at the Melbourne Convention and Exhibition Centre in Melbourne, Victoria. For more information on the Expo, please visit www.retailexpo.com.au.

JMango and DENSO are also currently working on several initiatives around the global adoption of the QR Code.

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About DENSO:

DENSO, a leading supplier of advanced automotive technology, systems and components for all the world's major automakers, operates in 32 countries and regions with approximately 120,000 employees.

In addition to its automotive technology, DENSO is also the inventor of the 2D QR Code. It is in this unique space that JMango and DENSO are partnering to develop new and innovative 2D QR Code solutions for various industries.

For more information on DENSO, please visit www.globaldenso.com.

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