

May 7, 2014



# QuickLogic Adds Mobeam Technology for Barcode Transmission Proven System Block

## Enables Smartphone Users to Redeem Coupons, Loyalty Cards, Gift Cards and More via Retailer Point-of-Sale Laser Scanners

SUNNYVALE, CA -- (Marketwired) -- 05/07/14 -- QuickLogic Corporation (NASDAQ: QUIK), the innovator in low-power Customer Specific Standard Products ([CSSPs](#)), today announced the immediate availability of its new Mobeam™ Barcode Transmit Proven System Block (PSB). This PSB, based on embedded technology from Mobeam, enables smartphones to transmit 1-D barcodes to any of the millions of point-of-sale laser scanners deployed around the globe.

Laser scanners cannot read barcodes from a typical smartphone display. Mobeam's innovative technology addresses this issue by employing the smartphone's Infrared LED to "pulse" the bar code to the laser reader. Smartphone users get additional value by having digital content delivered to their phones and then being able to use associated coupons, tickets and gift cards at POS terminals. Retailers and consumer packaged goods producers get additional value through enhanced analytics, targeting and tracking of their customer and product interactions.

QuickLogic's new PSB enables the Mobeam capability in its CSSPs. This means that Smartphones integrating these CSSPs may be used at laser scanning point of sale terminals worldwide. OEMs choosing the QuickLogic Barcode Transmit PSB may add additional PSBs to the CSSP to provide their products with greater hardware differentiation, and to further reduce BOM costs and PCB space requirements.

"Mobeam has not only made it easy for existing POS systems to read smartphone bar code data, they have also built an extensive ecosystem which adds value for smartphone users and the retailers they frequent," said Paul Karazuba, senior product marketing and media manager at QuickLogic. "Our new PSB allows OEMs to deploy the Mobeam technology, and shows how OEMs can provide customers hardware-based product differentiation and increase user satisfaction."

"QuickLogic's low-power CSSPs are an ideal vehicle for OEMs to use to adopt Mobeam's field-proven technology," said Dave Beebe, Mobeam VP of product marketing. "We look forward to working closely with QuickLogic to accelerate the adoption of this smartphone capability."

The Barcode Transmit PSB supported in the PolarPro® 3 and ArcticLink® 3 S1 devices is available from QuickLogic immediately. For more information on the Barcode Transmit Proven System Block (PSB), please go to

<http://www.quicklogic.com/technologies/connectivity/irda-based-barcode-transmission>

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#### *About QuickLogic*

QuickLogic Corporation is the leading provider of ultra-low power, customizable Sensor Hub, Display, and Connectivity semiconductor solutions for smartphone, tablet, wearable, and mobile enterprise OEMs. Called Customer Specific Standard Products (CSSPs), these programmable 'silicon plus software' solutions enable our customers to bring hardware-differentiated products to market quickly and cost effectively. For more information, visit [www.quicklogic.com](http://www.quicklogic.com).

#### *About Mobeam, Inc.*

Mobeam, Inc. is transforming mobile commerce with its unique and patented technology. Mobeam's technology overcomes the technical barriers that currently prevent mobile phones from interacting with laser scanners at checkout. Mobeam's solution provides universal access at point of sale (POS), enabling the transmission of coupons, loyalty cards, gift cards, membership cards, tickets, and other barcoded data at retailers worldwide. The company's first application, OmniBeam, launched in June 2013, and its second app, Beep'nGo, was released in September 2013. Mobeam is headquartered in Palo Alto, California. For more information, visit <http://www.mobeam.com/>

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Source: QuickLogic Corporation