

# Mobile Tag Media Wins 2012 Red Herring Top 100 Europe Award

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PARIS ([RPRN](#)) 05/09/12 — ---  
[Mobile Tag Media](#), leader in 2D and 1D barcode marketing solutions, announced today that it is a recipient of the Red Herring's Top 100 Europe award in recognition of being one of the leading private companies in Europe, celebrating its

innovations and technologies.

[Red Herring's Top 100 Europe list](#) has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Mobile Tag Media's vision is simple and stunning," said Alexis Helcmanocki, CEO of Mobile Tag Media. "If you can capture a consumer's attention at the very moment that interest is roused, then you can deliver a greater user experience and greater value to brands and marketers with analytics and optimized sales opportunities."

Mobile Tag Media has earned its market recognition as a leader in providing

marketer ready, carrier-grade technology solutions; as a successful innovator in mobile handset code scanning, they are a pioneer for network operators across the globe. The Company's 'Point-of-Interest' position has resulted in successful deployments by wireless carriers in Europe, including Orange, SFR (Vodafone), and Bouygues. Additionally, leading enterprise customers, media brands and advertisers actively use Mobile Tag barcode solutions to reach consumers.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe Mobile Tag embodies the vision, drive and innovation that define a successful entrepreneurial venture. Mobile Tag should be proud of its accomplishment, as the competition was the strongest it has ever been."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

### About Mobile Tag Media

Mobile Tag Media connects brands with people when it matters the most – at the point-of-interest. Using the Mobile Tag smartphone app, users simply scan 'tags' (barcodes, NFC chips, etc.) on products, posters, POS material, etc. to instantly receive marketing messages, useful information or unique

offers. Combining the latest advances in mobile tagging and data analytics with its extensive database of tag data and user information, Mobile Tag's point-of-interest platform provides brands with unsurpassed ability to understand and engage with consumers worldwide. Mobile Tag sells both directly and through strategic marketing partners such as AT&T, who delivers point-of-interest services to business customers under the AT&T Mobile Barcode Services brand. Selected from hundreds of companies, Mobile Tag has been named a Red Herring Top 100 Europe winner for 2012, recognized for their technological innovation.

SOURCE Mobile Tag Media

<http://www.mobiletag.com>

**Media Web Address:** <http://www.mobiletag.com/>

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**About the author:**

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