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OgilvyOne signs NeoMedia for new new@ogilvy in Malaysia

by: [Bena Roberts](#) Friday, July 4th, 2008

NeoMedia Technologies, the global leader in camera-initiated barcode transactions for mobile devices, today announced that OgilvyOne Worldwide has deployed two of NeoMedia's innovative mobile products: NeoReader (barcode scanning application) and NeoSphere (code management platform) for the launch of new@ogilvy, its integrated digital and direct media company in Malaysia. The launch has been planned and managed by Rezonanze, NeoMedia's strategic partner in Asia and a leading interactive branding and marketing consultancy.

For the launch of its new division new@ogilvy in Malaysia, OgilvyOne Worldwide invited brands and advertisers to attend a special reception. The OgilvyOne invitation featured a 2D barcode that linked to new@ogilvy WAP pages. By scanning the code with their camera phones, attendees were able to preview the new@ogilvy profile on their mobile phones. The NeoReader, NeoMedia's 2D barcode scanning application, was used to capture the codes and instantly deliver the multimedia information about OgilvyOne's new division on mobile phone displays.

"This project clearly points out the significant advantages our technology brings to the advertising and marketing industry" says **Iain McCreedy**, CEO of NeoMedia Technologies, and continues "with the NeoReader, marketers are able to address specific targeted audience segments with precise response measurement".

What we think?

OgilvyOne is huge. It is a real shame that this is in Malaysia only - any type of worldwide deployment would be great for Neom. But this is a giant step in the right direction and media players, agencies must be NeoMedia's target market moving forward.

I will try to talk to Iain next week to get some more information.

Source: <http://streetstylz.blogspot.com/>

Related News:

- NeoMedia shows off Optical Messaging Interchange at Mobile World Congress
- CTIA Mobile Barcodes William Chip Hoffman NeoMedia
- Jonathan MacDonald from Blyk to OgilvyOne
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9 Responses to "OgilvyOne signs NeoMedia for new new@ogilvy in Malaysia"

streetstylz Said:
Bena,

Thanks for the plug 😊

Great to see NeoMedia involved with OgilvyOne. Hopefully world wide deployments are right around the corner.

Best regards
Comment made on July 4th, 2008 at 6:30 am

streetstylz Said:
Dean Collins doesn't get it

<http://deancollinsblog.blogspot.com/2008/07/ogilvy-doesnt-get-it.html>

Neo@Ogilvy understands the true value in the indirect encoding method (patented by NeoMedia). The same reason why Scanbuy uses the indirect encoding method for their proprietary EZcode.

And the wireless carriers certainly agree, as evidenced by all 5 US carriers conducting a 6 month trial at Case Western Reserve University using Scanbuy's EZcode platform.

Did you happen to read the latest Technical Plenary Summary from the Open Mobile Alliance? In it, they state that a consensus has been reached on the definition of an Indirect Mode Ecosystem.

I highly recommend reading about the advantages of indirect encoding over direct encoding.

<http://www.neom.com/178.html>

I have a feeling we are going to see more and more interactive ad agencies signing up to use NeoMedia's NeoReader and NeoSphere platform.

Interactive ad agencies want the most bang for their buck, and NeoMedia has the perfect solution.
Comment made on July 10th, 2008 at 12:52 am

dean collins Said:
lol thanks streetstylz for the plug - lots of traffic from your link to my blog which I'm sure wasn't your intention.

As for your comment about interactive agencies want the most bang for their buck.....that would be qr codes - no license fee, no patent issues, no worries 😊

Cant get cheaper than free streetstylz....unlike your indirect encoding pay us forever money making schemes.

Maybe with the money they save they can send the eff a donation so they can bust even more of your crap bs patents.

<http://w2.elf.org/patentwanted/patent.php?p=neomedia>

Cheers,
Dean
Comment made on July 10th, 2008 at 4:58 am

streetstylz Said:
Dean,

I'm sorry to hear your blog doesn't get much traffic otherwise LOL ... Happy to help you out there buddy 😊

Are your feelings hurt that the indirect method is winning and the wireless carriers, ad agencies, brands, and media companies see the true value in indirect encoding?

It's really sad to see you so bitter ... The EFF? Is that the best you can do?

Toot
Comment made on July 10th, 2008 at 5:18 am

JP Said:
95 patents almost down, how many else to go. I will state here that Neomedia will file BK within 1 year (or sold for pennies on the dollar).

Their balance sheets reflect that of a patent troll and they may not have that anymore.

Open source is always the answer, just ask microsfot.

cheers all.
Comment made on July 10th, 2008 at 6:59 am

streetstylz Said:
It's sad to see somebody impersonating JP.

95 patents? ... LOL

Try ONE patent encompassing 95 claims. Which by the way, will succeed and be validated by the USPTO.

Looks like we've got termites in the woodwork.

Somebody call an exterminator.

Anybody got Dean Collin's number?
Comment made on July 10th, 2008 at 8:20 am

JP Said:
If your referring to InvestorsHub JP, you are wrong per usual. My full name is Jim Pe..... What are the odds, 2 JPs in the world.

Judging by your Neom pumping blog, I wouldn't expect anything less.

I hope you and NEOM have more than insults. Proof is in the pudding. See you in a year.

Isn't it time for the monthly death serum (YA).

Do you read their financial statements? Nine billion when fully diluted shares, is that a joke?

How many CEOs in the last two years. Same song and dance from you and the rest. How about 1 new (real) revenue generating deal. No more scavenger hunts?

Smoke and mirrors.
Chip knew what was coming.

A start up company with that many shares?
Global leader in what?

Arent the patents pledged to YA?

Do you work, or are you paid or affiliated with NEOM?

(insert scanbuy jab from streetstyles here).
Comment made on July 10th, 2008 at 9:36 am

streetstylz Said:
Well Jim Pee,

You sure had a lot to say. My apologies for dozing off midway through.

Something about scavenger hunts? Sorry, not NeoMedia. Do some research on Mobot and Starbucks. Summer 2006 to be exact.

That was a freebie for you.

Now back in your hole termitte.
Comment made on July 10th, 2008 at 10:36 am

JP Said:
2006?
Is that revenue on the latest financial report?

Obviously theres no debating with those in denial. Those that attack the person, and not the issues are easy to understand.

There will be no further responses on my part, Ill let your company do it for me.

Keep those PRs coming so the YA can dump, dump, dump.

Proof is in the pudding. Look out below.
Comment made on July 10th, 2008 at 11:46 am

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Name (required)

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