

SA UltraCode - MFC

This documentation provides the following information:

- Medium Field Communications (MFC)
- Potential UltraCode Application Areas
- One to One, or One to Many (MFC)
- One to One or to Many (MFC)
- One to Many (MFC)
- In-Store Rewards
- Malls & Trade shows
- Other Application Areas

Potential UltraCode Application Areas

Steganographic codes in new application areas could expand use of Smart Phones using Medium Field Communication (MFC):

- One to One, or One to Many; MFC
- In-Store Rewards
- Malls & Trade Shows
- And other applications areas

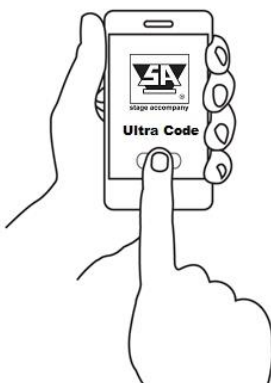
One to One, or One to Many (MFC)

Simple text data such as contact information or text message can be conveyed to other phones.



One to One or to Many (MFC)

Tapping a share button, once the application is initiated and the message composed, will send an audible or inaudible signal.

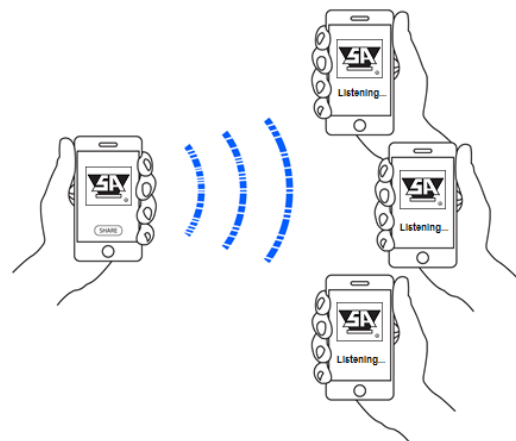


One to Many (MFC)

Steganographic (inaudible or sub-ultrasonic) code signals are conveyed within a range of a couple of feet.

No tapping or synchronization event required as in Bluetooth or other MFC protocols.

Steganographic codes are filtered and decoded to replicate the text information.



In-Store Rewards

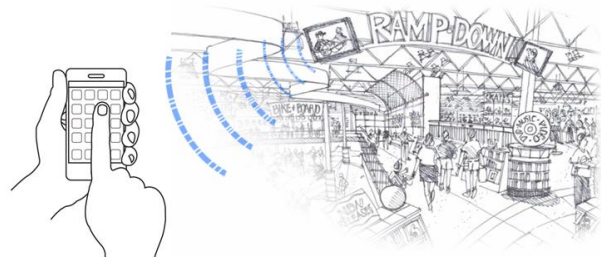
Steganographic codes received by Smart Internet Device from PA's ambient music in store.



SA UltraCode encoded ambient music plays within store.



User simply taps a SA UltraCode powered app and that uses the microphone to record and detects the unhearable codes in the music.



Tap SA-powered app to turn on microphone + decoder

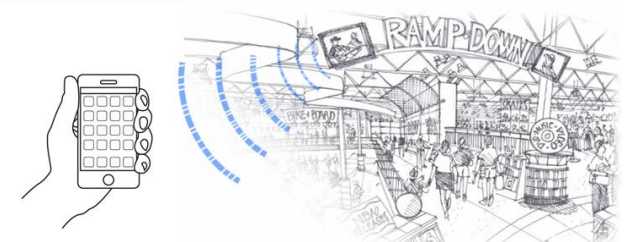


SA UltraCodes is available for iOS and Android devices and uses the cloud access to display latest in-store promotions.



When detected SA UltraCodes interact with the cloud to present latest promotions, coupons, scavenger hunt clues, discounts, etc.

Malls & Trade shows



SA Steganographic codes in ambient music in Malls or Trade Shows.

Other Application Areas

- 2nd Screen Synced Content
- TV & Radio Audience Participation
- TV & Radio Voting
- Social Media Check-in Applications
- Scavenger Hunts (Collect all codes and win!)
- In Music Advertising, Promotions and Links
- Closed Caption in Video
- Secret Messaging in Audio and Video Snippets
- Ads in Ads (incentivize watching commercials)
- Home TV or Computer Shopping
- Smart Interactive Toys
- Children's Learning and Games with TV shows
- Video Game Pick-ups by Audio (jingle plays)



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That's How Music Should Sound!