



mobiWINE

NOW EASIER THAN EVER TO ORDER THE WINE YOU LOVE

YOU DONT NEED TO SCAN A BARCODE WHEN YOU USE MOBIWINE, THE WINE LABEL AND THE BRAND IS THE FOCUS FOR CONSUMERS. WHY SCAN A BARCODE WHEN YOU CAN SCAN THE LABEL?

WHAT IS IT?

mobiWINE is a new mobile service for wineries, vintners, distributors, restaurants and wine consumers. mobiWINE allows consumers to easily order wine for delivery by the bottle or case using only a camera-enabled mobile phone and the free Mobius image recognition software used by the service.

HOW TO?

Visit us on line at mobiWINE.mobiusworld.me to learn more, or simply text a picture of our mobiwine logo on this flyer to winery@agm.tw to setup your mobile store in just a few minutes.

HOW IT WORKS

Once the consumer completes a free mobiWINE registration, he or she takes a photo of the bottle label and sends it to [wines\(at\)agm\(dot\)tw](mailto:wines(at)agm(dot)tw). mobiWINE instantly identifies the wine and replies with ordering options including payment and shipping details. Depending on the wine seller's preference, the mobiWINE reply message can also direct the consumer to the nearest wine shop carrying the label. The service is available via any camera-enabled mobile phone as well as desktop internet browsers.



THE MOBIWINE SERVICE IS ALSO FREE TO WINE SELLERS AND CAN BE SET UP QUICKLY AND EASILY VIA A CAMERA-ENABLED MOBILE PHONE. MOBIWINE OFFERS WINE SELLERS A VARIETY OF OPTIONS, FROM TURNKEY FULFILLMENT TO AN IMMEDIATE REDIRECT TO THE WINE SELLER'S OWN E-COMMERCE STOREFRONT. MOBIWINE ALSO OFFERS ADVERTISING OPPORTUNITIES TO WINE SELLERS AND RELATED BRANDS SEEKING TO REACH WINE CONSUMERS. ADVERTISING MESSAGES ARE PLACED IN THE REPLY MESSAGES CONSUMERS RECEIVE WHILE ORDERING VIA MOBIWINE.