



SCVBJ / Dan Watson

Regina Thomas, Business Development Manager, left, and Anthony Ozugu, President of OzNet Systems, display a bar code on a PDA that customers will offer instead of paper coupons.

Paperless Coupons Coming to the SCV

By Michelle Lovato SCVBJ Editor

Can't find the coupon you cut out of the paper?

No problem.

Paperless coupons are now available in the Santa Clarita Valley that allow you to have your coupons on your cell phone, or even have them delivered to your cell phone as you are walking into the store.

Wagon Wheel Car Wash, owned and operated by the Naber family in Canyon Country is conducting a pilot program with OzNet Systems, Inc. of Santa Clarita to test the technology in

our community.

"We are a small business and we have to be conservative about our marketing dollars. As a small business you always have to be looking for something different," said second-generation Wagon Wheel Car Wash Owner, Alex Naber.

"We own a drycleaners too and we have a 'think green' attitude. I personally don't like to carry coupons, but my phone goes everywhere with me. Electronic coupons are a natural."

With wireless coupon delivery, customers can choose specifically which product and coupon they

desire from any location with Internet access.

And business owners can pull an electronic report showing exactly how effective their marketing promotion turned out.

"It (electronic coupons) is a good market. You can ship a coupon to a certain age group and a certain area of the community," Naber said.

The Naber family and OzNet Systems teamed up to do a test. OzNet installed the technology and instructed the car wash owners on how to use the system.

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Har-Bro is the cleaning up

By Michelle Lovato SCVBJ Editor

When an industrial disaster is owners to cope with, it's just right of Santa Clarita.

For a Saugus restaurateur, the first Chronic Taco, were relatively normal.

But week 10 proved to be an intersection, a car veered off the hydrant.

The resulting towering plume building on the intersection's corner of Chronic Taco. Enter Har-Bro.

Whether business or residential other act of destruction occurs, Har-Bro 800-number manned and ready 24



Fire hydrant bursts, sends water to the roof of C

Valencia Company Su Inhaler and Drug for I

Valencia drug developer, Mann and Drug Administration for marketed inhaled insulin powder designed to control blood sugar.

MannKind submitted a new drug Afresa in adults with type 1 or type 2 to control hyperglycemia, or high blood

Afresa is designed to be taken as a tablet. It is intended to dissolve immediately. MannKind said that allows insulin to be absorbed within minutes, similar to the way the body absorbs insulin without diabetes.

The company's new drug application for the inhaler and the drug itself. FDA review



OzNet Systems Sees Green in Technology

BAR CODE

Continued from front page

A customer can visit the company's website and obtain a code, then receive a coupon via text message, said Regina Thomas, OzNet's Business Development Manager.

Green technology is OzNet's specialty.

Along with off-site electronic records storage, Thomas said the company sees itself as an integrator of the mobile barcoding technology.

Simply put, the electronic coupon redeemed by the customer offers business owners the opportunity to capture additional sales and get marketing information from the mobile phone user.

Using a scanner, the business employing OzNet's barcoding technology can obtain a variety of information according to which direction the barcode is scanned.

Scanning the barcode horizontally provides one form of information, scanning vertically provides another, based on what is embedded in the barcode.

For the customer, delivering information like coupons or tickets to events via cell phone makes an on-the-go lifestyle easier and more efficient. Mega businesses like Starbucks are already testing this technology for customer loyalty plans. The mobile bar coding technology also works for businesses who use tickets.

Among the 'early adopters' of mobile couponing and ticketing are Major League Baseball teams, Oakland As, Pittsburgh Pirates, Washington Nationals, Cincinnati Reds, and the Kansas City Royals.

Northwest Airlines is the first major U.S. airline to use the mobile system, Thomas said.



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A bar code on your PDA is all you need.

By 2011, 2.6 billion tickets are predicted to be delivered to mobile phone users.

-Juniper Research

Other U.S. mobile barcoding customer companies include Coors, Bacardi, PayPal and Ticketmaster.

M c D o n a l d s and Molson use the barcoding system in other countries, she said.

By the year 2011, 2.6 billion tickets are expected to be delivered to mobile phone users, according to Juniper Research.

Naber is happy to be the Santa Clarita Valley visionary for mobile barcode couponing.

"It's a very good way to market," Naber said. "Everyone's on their cell phone. They always have it."