



For Immediate Release
Additional information contact:
Eric Carson or Ron Treister
epc@communicatorsintl.com
rlt@communicatorsintl.com
207-828-8050 x 101

LATICRETE Introduces Microsoft Tag Technology Across the Board



For Immediate Release - Dec. 22, 2009: LATICRETE announced today the launch of another industry first with the introduction of Microsoft Tag® reader technology to all product packaging, catalogs, marketing tools, displays, advertising,

press releases, and all other marketing initiatives across North America for both its trade and retail business, providing easy to retrieve on demand product information for customers.

Microsoft Tag is a two-dimensional, high-capacity bar code reader application offering an entirely new way to quickly access LATICRETE information through any web-enabled mobile device. A simple “snap” of the Tag symbol with a web-enabled mobile phone camera or hand-held device provides instant access to LATICRETE product specifications, installation guidelines, videos, contact information and other available details. Free and easy to download and use, the Microsoft Tag reader application for mobile phones can be found at <http://gettag.mobi>.

The Microsoft Tag application bridges the gap between everyday real-life happenings and the vast amounts of information more easily stored and accessed online. Professionals or consumers simply take a picture or “snap” the Microsoft Tag with a mobile phone camera and are automatically directed to the content embedded in each specific bar code. This technology adoption by LATICRETE supports a commitment to customer service in providing the added convenience of locating timely information on LATICRETE products when customers need it most. LATICRETE customers will be quickly directed to a host of information including technical specifications for installing tile and stone with LATICRETE materials. Microsoft Tags help transform LATICRETE product packaging and marketing media into a gateway for accessing additional information online in just seconds.

For more information on Microsoft Tag Technology, visit www.microsoft.com/tag.

Innovative Tile and Stone Installation Systems

LATICRETE International, Inc. is a family owned business dedicated to innovative, high quality tile and stone installation systems. Based in the USA, the 50-plus year old company is one of the world's leading manufacturers in its field. Its well-known brands, LATICRETE®, LATAPOXY® and SpectraLOCK® are manufactured and sold worldwide. USA/Canada: 1.800.243.4788, outside USA: +1.203.393.0010. www.laticrete.com.

###

© Microsoft Tag is a registered trademark of Microsoft Research

