easily via a QR code, a mobile wallet card with NFC and, coming soon, Apple Passbook. Organizations of all sizes are adding Vizibility Mobile Business Cards to their corporate identity packages, with many printing individualized QR codes on business cards, downloadable PDF bios and other collateral.

Nov. 16, 2012

Vizibility, the provider of a unique mobile identity management platform for organizations and their people, today announced the recent addition of three major new professional services customers and a new printer reseller.

Vizibility's Mobile Business Card is a personalized mobile website which can be shared easily via a QR code, a mobile wallet card with NFC and, coming soon, Apple Passbook. Organizations of all sizes are adding Vizibility Mobile Business Cards to their corporate identity packages, with many printing individualized QR codes on business cards, downloadable PDF bios and other collateral.

Organizations that use Vizibility to package and share their peoples' web presence are typically technically savvy, using the latest technologies to improve efficiency for themselves and their customers. These firms are successful and growing, even in a challenging economic environment, because they fundamentally think differently about how to engage with customers and prospects. And firms that use Vizibility are leading their peers in developing and executing mobile marketing strategies and programs.

Recent additions include Edwards Wildman Palmer LLP, an AmLaw 100 firm with 625 lawyers and 14 offices across three continents; Goldberg Segalla LLP, a law firm with more than 140 lawyers in 11 offices across the Northeastern U.S. and Europe; and Marks Paneth & Shron LLP, the 32nd largest accounting firm in the United States with a significant presence in the New York region.

"As an AMLaw 100 firm prominently ranked in many industries, including a Tier 1

profiles, videos and other packaged online content. We can even connect all of our professionals' Mobile Business Cards into a mobile directory, all of which helps to instantly validate the deep expertise of our people and our firm."

"Goldberg Segalla was founded as a modern, refreshing alternative to the typical law firm. We place great emphasis on collaboration with our clients so we're always looking for proven new technologies like Vizibility to help our attorneys be more accessible and plugged into their professional networks," said Richard Cohen, Managing Partner at Goldberg Segalla.

"A week after we started using business cards with Vizibility QR codes, we saw that our clients and contacts had taken to them right away. The Vizibility dashboard, which even lets us know when our people have new Google results, is a powerful tool that makes it simple to gauge marketing campaign and networking impact."

"Being one of the largest accounting firms in the U.S. comes with the challenge of staying ahead of the competition. We do that by giving clients access to the most experienced professionals in our industry, helping them make smart decisions at every turn, and by listening," noted Sara Walsh, Managing Director of Marketing and Communications at accounting firm Marks Paneth & Shron LLP, which was just recognized by Inside Public Accounting as a Top 50 firm.

"In listening to our clients, it became clear that many of the law firms we work with are using Vizibility. We felt it was important that we communicate our own technical agility, which was one factor in our decision to start using Vizibility ourselves. Vizibility worked directly with our printer, so it was easy to add QR codes to our business cards for our professionals."

Today Vizibility also announced that top printer BurdgeCooper has begun offering Vizibility to its customers. BurdgeCooper's roots date back to 1874 and is the world's

largest engraving company, one of the nation's largest small-format commercial

"While we are a printer, we think of ourselves first and foremost as helping our customers make powerful impressions regardless of whether that's through ink on paper or pixels on a smart phone. Through our seamless integration with Vizibility, our customers can come to BurdgeCooper for both their print and mobile business card needs. Whether it's QR codes today or Apple Passbook tomorrow, our partnership with Vizibility ensures that through BurdgeCooper, our customers will have a path to the latest mobile identity solutions."

"We're thrilled to be working with BurdgeCooper to bring our Mobile Business Card solution to their customers," said James Alexander, Chief Executive Officer of Vizibility (Google James at http://viz.me/james).

"Vizibility addresses the reality that in today's world, we are who Google says we are. Tools that help people package and share their online identities can help build credibility quickly. For more than 100 years, BurdgeCooper has been helping customers make good impressions. It is exciting to know that Vizibility will be a part of that BurdgeCooper tradition for the next 100 years."

Technology

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