

The winner of the Prix TechnoArk – Ville de Sierre is **QSN Technology**

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PRIX TECHNOARK – VILLE DE SIERRE: Win more than CHF 150,000 to launch your business!

No fewer than 34 projects from all over Switzerland have been entered for the inauguration of this prize. The criteria for the selection process were based specifically upon the innovative nature of the project, its economic viability, its technical feasibility and its contribution to promoting the site in Sierre. At the end of this process the panel judging the award, comprising business creation and information technology specialists, was unanimous in selecting QSN Technology as the winner.

QSN Technology aims to help the manufacturers and distributors of fast-moving consumer goods to enhance the consumer experience via mobile applications that give access to information about products, services, customer loyalty programmes, location functions etc.

QSN will use the existing technological resources of the TechnoArk site, via the ICARE Research Institute, to provide mobile applications and Internet infrastructures to multinational companies such as Nestlé, Carrefour, L'Oréal, Orange and Nielsen. QSN designed and hosts the CodeOnline service for GS1 France.

Its latest success (120,000 downloads in 2 months) is a mobile code reader application for Carrefour. This enables users to access very detailed information about IT products shown in a catalogue, simply by reading the 2D bar codes printed alongside the products.

Internet site: <http://www.codeonline.fr/en>