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Shopper iPhone App Adds Redlaser UPC Scanning, BlackBerry Version and Web Portal

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Mobile application solutions provider ReachEverywhere's Shopper App now includes bar code scanning directly from the iPhone camera, to provide users with easier list-building and visual product search capabilities.

ReachEverywhere also added BlackBerry support to the Shopper platform, enabling real-time sync between Web, BlackBerry and iPhone users — an industry first, according to the New York-based vendor.

“The combination of RedLaser bar code scanning, Shopper Connect Web Portal and the BlackBerry version enables Shoppers to plan and share lists anyway they want,” said Adam Smith, director of business development for ReachEverywhere. “These additions coupled with the localized retailer flyers, helps Shopper to address the entire shopping trip from start to finish, for all family members.”

Using RedLaser bar code scanning from Occipital, shoppers can now scan any product bar code with their iPhone or iPod Touch camera to add that item to their shopping list. The scanner automatically searches hundreds of local retailer flyers for in-store savings. And since Shopper's bar code recognition isn't limited to a standard product database, it will identify any UPC the user scans, according to ReachEverywhere.

The BlackBerry version of Shopper — now available in the BlackBerry App World Web site — complements the Shopper iPhone community. Users of both types of mobile devices can synch shopping lists with each other.

Additionally, ReachEverywhere has introduced Shopper Connect, a Web portal for families to plan and share lists from any Internet-connected computer. Lists updated online synch automatically with the Shopper iPhone and BlackBerry Apps, enabling any and all users to help plan shopping trips.

To download the Shopper App, or for more information, visit www.MyShopperApp.com.