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ViVOtech NFC Software for Personalized and Location-Based Mobile Marketing Named Finalist In SESAMES Awards

Silicon Valley-based ViVOtech, the leader in Near Field Communication (NFC) mobile payment and promotions and contactless payment systems, announced that its ViVOnfc mobile application software for one-on-one marketing, location-based promotions, opt-in smart poster management and Loyalty 2.0 was named as a finalist in the best loyalty category for the prestigious SESAMES Award to be presented at CARTES 2008.

"We are honored to have been recognized by the SESAME Awards for our next-generation NFC mobile marketing software," said Michael Mullagh, ViVOtech's CEO. "This award underscores the value of our innovative mobile marketing application software in enabling consumers to download personalized promotions and coupons into their phones that are customized to their lifestyle, purchasing habits, and current locations, and then allowing them to redeem these coupons electronically by merely waving their NFC phones on contactless enabled POS systems at participating merchant locations."

ViVOnfc was named as a finalist for its advanced mobile marketing features, some of which are already in use in pilot programs all over the globe. Last month ViVOtech announced the deployment of the first real-time coupon redemption system along with SingTel and NETS that allows consumers to receive a coupon on their NFC-enabled phones and flash it onto ViVOpay contactless readers for automatic redemption. Earlier this month, ViVOtech revealed the successful results from the transit and retail NFC mobile payment trial in San Francisco with BART, Jack in the Box and First Data Corporation. One of the key findings in that pilot program centered on the ability to drive traffic into retail stores through the use of NFC-enabled smart posters located throughout the Bay Area Rapid Transit District (BART)

ViVOnfc lets card issuers and retailers personalize their services and deliver consumers location-based coupons, offers, promotions and rewards programs through a SPAM-free and fully authenticated mobile network. Consumers control the content and opt-in to receive promotions and other contents from trusted sources by just waving their NFC phone on smart posters and Kiosks, or by just pressing a button on their phones. Coupons are downloaded and stored directly on the phone and redeemed electronically by tapping the NFC mobile phones on contactless NFC readers at participating merchants.

The patent-pending ViVOtech NFC mobile marketing solution is available for commercial roll-outs in 2009. ViVOtech will be demonstrating its ViVOnfc solution along with its leading contactless payment readers at the CARTES 2008 show in Paris, November 4th through the 6th, on booth #4 Q 028.

The SESAMES Awards are presented annually as part of the CARTES and IT Security exhibition and conference and are widely regarded to be the highest accolade in the industry. The awards are decided by a jury made up of international experts and journalists in the smart card industry. From a field of 233 applicants in 2008, judges selected finalists based on criteria to determine the most innovative products across 10 categories including hardware, software, loyalty and others. The Sesames awards that will be presented during the 2008 edition of the CARTES & IDentification show.