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RFID Sticker Turns Cellphones into Loyalty Cards

<http://www.thewisemarketer.com/briefs/archive.asp?action=read&bid=3410>

ViVOtech has launched the ViVOtag sticker with its mLoyalty redemption software so that merchant services providers can enable merchants to deliver targeted mobile advertising, marketing and loyalty programmes to customers' mobile phones. The ViVOtag adds contactless RFID technology to any phone handset, while the ViVOapps mLoyalty software allows merchants to bundle a loyalty programme with mobile ads, coupons and promotions (delivered via SMS or MMS). In order to redeem one or more coupons, consumers can simply tap their phone against a contactless POS reader at the checkout. Consumers can also receive in-store personalised services, advertising or offers by tapping their phone against special kiosks, digital signage, price checkers or POS systems in-store. The ViVOtag comes in several sizes and has an option for a built-in magnetic field isolation layer (which allows the tag to be attached safely to the back of most existing mobile handsets).