

The Logic Group and ViVOtech join forces to deliver rich, integrated shopping experiences to consumers via their mobile smartphones



BARCELONA, Spain, Feb. 27, 2012 /PRNewswire/ -- The leading European supplier of customer interaction solutions, The Logic Group, and ViVOtech, the near field communication (NFC) software and systems company, today announced a strategic partnership to introduce integrated solutions that enable effective mobile consumer interactions from the moment they enter a store to the point of purchase and post purchase, through NFC-enabled devices.

(Logo: <http://photos.prnewswire.com/prnh/20120227/SF59737LOGO>)

The Logic Group managed services for multichannel payments, couponing, loyalty management and fraud prevention will be integrated with NFC mobile touch, mobile wallet and Trusted Service Manager (TSM) technology from ViVOtech so that retailers can personalise the services and deliver them in real time to consumers through their mobile phone.

The partnership between the two market leading organisations will offer merchants a range of integrated mobile commerce services to attract and inform customers before a purchase through check-in smart posters, shelf-tags and targeted offers; engage and reward customers with simple 'tap and go' payment and loyalty management, and then recognise and communicate with them after their purchase as part of merchants' customer interaction strategies. The customer behaviour insight generated through these integrated mobile commerce services can also significantly improve the effectiveness of merchants' marketing activities to further increase profitability, relevance and engagement.

"We are absolutely delighted to be working in close partnership with ViVOtech on these innovative and exciting solutions," commented Antony Jones, Chief Executive of The Logic Group. "For some time, we have recognised the synergistic value of the services that we can deliver together for our clients. The combination of ViVOtech's market leading mobile technology and innovative NFC powered solutions coupled with our strategic integration of secure payment, loyalty and voucher services through a common point of interaction means that we can offer clients an opportunity to innovate, implement quickly and realise the potential of mobile commerce within the customer experience."

President and founder of ViVOtech, Mohammad Khan, said, "We have always recognised that The Logic Group has an unrivalled position and reputation for delivering trusted payment and loyalty solutions to the leading organisations in Europe. In addition to its established retailer relationships and installed base, it also brings more than twenty years of practical experience delivering solutions and first class support in the area of customer interaction. The combination of its powerful solutions and expertise and our advanced mobile commerce technology can maximise the value for organisations in delivering a full range of innovative customer interaction services."

The integrated solutions will offer a rich in-store shopping experience for consumers, allowing them to shop interactively, receive and redeem offers, earn loyalty points and make payments using their mobile device in real-time. Customers can download their credit, debit, prepaid or loyalty cards over-the-air and store them securely on their mobile phones. They can enjoy an informed, enriched and fun shopping experience through a single tap of their phones on NFC-enabled touch points, such as check-in and shelf-tags, to access product information and reviews, reach out to friends and family for recommendations through social networks, download personalised or location-based promotions and redeem them during payment. Merchants will be able to build stronger relationships with their customers in real-time through effective promotions, offers and communications to drive enhanced customer experiences, stronger loyalty and increased sales.

The strategic partnership and integration of solutions from The Logic Group and ViVOtech creates a fully scalable and secure loyalty, couponing, payment, and operational TSM platform at the forefront of the

emerging mobile commerce market. The integration of proven solutions coupled with the partnership of two market leading organisations to deliver a range of mobile customer interaction services will enable the mobile experience to be rich, rewarding and dependable for consumers and retailers alike.

For further information, The Logic Group and ViVOtech can be found together at the Mobile World Congress in the Mobile Money pavilion, Hall 2.1, stand 2.1C72.

About The Logic Group (www.the-logic-group.com)

The Logic Group partners with leading organisations across Europe to enhance the effectiveness, security and profitability of their customer interactions.

The Company specialises in the secure management of information and transactions through the delivery of trusted payment and loyalty solutions that enable increased revenue, improved profit, and reduced operating costs and risk.

We combine our skills, experience and innovation into client solutions that drive improved customer experience, enhanced customer insight and stronger customer relationships.

We believe that we have an unmatched passion and track record for building effective customer interaction. That is why the Company is behind many of the best known names in Europe for whom maximising the value of their customer interaction matters most.

About ViVOtech

ViVOtech, the near field communication (NFC) software and systems company, enables rich mobile commerce solutions for in-store payment, loyalty, marketing, and merchandising. Merchant, payment, mobile, web and advertising companies use ViVOtech solutions to enhance customer experience and grow their business. ViVOtech has shipped nearly 1 million NFC contactless readers and conducted more than 40 field trials of its NFC software, making ViVOtech NFC technology the broadest, most tested and deployed worldwide. Founded in 2001, Silicon Valley-based ViVOtech provides the key building blocks of the NFC ecosystem: smart applications for enhancing the customer experience, trusted service manager (TSM) software, and point of sale systems. ViVOtech's investors include Alloy Ventures, Citigroup, Draper Fisher Jurveston (DFJ), First Data Corporation, Motorola Ventures, Nokia Growth Partners, NCR, SingTel Innov8, and Sprint. Join the NFC revolution at <http://www.ViVOtech.com>.

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