

ViVOTech Equips Retailers for the Looming In-Store Mobile Commerce Boom

New NFC-powered ViVOTouch mobile marketing software enables merchants to deliver personalized and enhanced shopping experiences from the moment shoppers enter their store and throughout the shopping experience

NEW YORK, Jan. 16, 2012 /PRNewswire/ -- NRF Annual Convention & Expo -- ViVOTech, the near field communication (NFC) software and systems company, today unveiled ViVOTouch, a mobile marketing software platform that enables retailers to deliver personalized content, offers and loyalty programs to customers, while enabling interactive shopping experiences with NFC-enabled mobile devices - all in real-time.

(Logo: <http://photos.prnewswire.com/prnh/20120116/SF35884LOGO>)

With ViVOTouch, merchants, mall operators, coupon issuers and service providers are able to instantly deliver customized content to shoppers' mobile devices based on their profile, location and interests. Consumers are empowered to "check in" with a simple tap or wave of their NFC device at the entrance of a store or mall, prompting a merchant's current promotions, offers and rewards to be sent directly to their device. ViVOTouch can also be triggered using QR code scan, SMS short code, cellular or Wi-Fi triangulation or website-initiated opt-in.

"ViVOTouch gives merchants a powerful marketing tool to influence their customers in real time, provide tailored and targeted campaigns as well as gather powerful insights about shopping behavior that is simply unavailable through legacy point-of-sale systems," said Mohammad Khan, president of ViVOTech. "With ViVOTouch, consumers can tap their phone on a shelf tag to instantly retrieve product information, personalized offers and user product ratings for an informed shopping decision, which simultaneously provides shopper insights to the retailer."

"Using increasingly powerful and easy to use mobile handsets, consumers are now ready to enjoy making informed and interactive buying decisions while shopping in physical store environments, similar to the way we are already able to do so when making online purchases," said Sahir Anand, VP and Principal Analyst for Retail with the Aberdeen Group. "The ViVOTouch marketing platform addresses such consumer needs while enabling merchants to incent their customers for higher purchases during store visits."

In an increasingly data-driven and mobile connected world, ViVOTouch is ideal for businesses looking to measure the success of their marketing campaigns and gain deeper understanding into the effectiveness of their initiatives and merchandising strategies. Key features of ViVOTouch include:

- Easy-to-use ViVOTouch Trigger Manager for creating scheduled paths of every touch consumers make with their NFC device
- Comprehensive ViVOTouch Content Manager that works with campaign management systems and content providers to respond with opt-in triggered personalized offers and content to mobile wallets
- Integration with existing analytics for analyzing trigger activity and evaluating the effectiveness of different marketing campaigns
- Support for NFC tags and readers, QR codes, GPS, Wi-Fi or Cellular Triangulation, short URLs, SMS short codes, POS transaction and Website-initiated triggers
- APIs for easy integration with merchant backend content systems
- Broadly tested ViVOTech NFC library for making merchant mobile Apps to deliver powerful services to shoppers
- Integration with ViVONfc over the air (OTA) and trusted service manager (TSM) infrastructure that securely provisions content to the merchant mobile apps.
- Single tap to pay and redeem offers and loyalty rewards on ViVOPay and compatible NFC readers

To learn more about ViVOTouch or to see a demonstration, visit ViVOTech in booth **#2453** at the National Retail Federation 101st Annual Convention & Expo (Retail's BIG Show), held at the Jacob K. Javits Convention Center in New York, NY, January 16 – 17, 2012.

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, wallet and 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>