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## **CELLPOINT MOBILE UNVEILS FULL-SUITE APPLICATION TO REVOLUTIONIZE MOBILE SHOPPING EXPERIENCE**

**NEW YORK, NRF Big Show Booth #3253, Jan. 10, 2011---** Signaling fast emergence of mobile shopping as the next big opportunity for retailers, CellPoint Mobile today announced the launch of their mRetail® solution, a fully integrated mobile shopping solution available in the United States.

Poised as a game-changer for the nation's retailers, mRetail is CellPoint Mobile's suite of end-to-end customer shopping and engagement applications. The full-suite solution includes mLookup, mCoupon, mRewards and mPayment products, providing complete mobile shopping environment for both consumers and retailers.

The mRetail solution provides an interactive mobile shopping experience allowing retail consumers simple product lookup, coupons, loyalty program and account management, and mobile payment. For retailers, the mRetail solution offers a way to bring advanced mobile shopping features to their customers, keeping them engaged within the retailer's shopping ecosystem, without the need for third-party aggregators and services, which may not have the retailer's best interests in mind. Coupled with a variety of in-application payment functions, line-busting features, and even in-store 'find-me-and-help-me' features, mRetail can lower the barriers purchase, while enhancing the retailer's brand and customer service capabilities.

mRetail solution is based on CellPoint Mobile's advanced Mobile Enterprise Framework and mPoint payment processing technologies and will be introduced in the U.S. market by ARS Interactive through a partnership announced last week. The product suite can be offered to retailers and their customers as native applications for iPhone and Android, and as a mobile web based application. SMS /MMS messaging is integrated throughout the product for customers with virtually any type of mobile device to benefit from the mobile shopping experience.

"Our goal is to provide retailers with a comprehensive understanding and strategy around the mobile channel and what it means to their customers," said James Schildknecht, director of Cross-Channel Mobile Marketing for CellPoint Mobile. "The mRetail suite has been architected to deliver an experience that's personal and relevant in context to customers that may be tied directly into existing cross-channel strategies including email, social and ecommerce," added Schildknecht.

A major breakthrough of mRetail solution is its interoperability with secure mobile payment. CellPoint Mobile's mPoint mobile payment solution offers a secure interface for customer access to mobile remote payment and proximity based payment services.

CellPoint Mobile's powerful new mRetail full-suite solution will initially be comprised of these applications:

- **mLookup**, provides customers with an easy way to learn product info, save for future reference or see what special offers might apply for a particular product via barcode scan or text message. A save-to-basket element may be used allowing customers to save to a profile, which can be retrieved later;
- **mCoupon**, can be used with mLookup based on the product lookup. An auto-enrollment component may be added tied directly into a customer loyalty program. Coupon campaigns may be pushed from the coupon creator dashboard delivering targeted coupon offers;
- **mLoyalty**, enables retailers a means to identify customers, motivate behavior, reward actions and measure results. The mLoyalty solution may be linked to existing loyalty programs to customers mobile devices, enabling delivery of custom messages, and
- **mPayment**, a payments routing and processing platform providing customers a variety of check-out options including mobile remote payment, proximity based payment and near field payment.

Data collected through the mRetail solution will provide retailers rich customer analytics including performance reports about product reviews, messaging and buying habits. Further, data collected will provide retailer vendors insight into which products and advertising messages are most effective allowing them to modify campaigns on the fly.

To learn more and for mRetail demonstration, please visit CellPoint Mobile at the NRF Big Show, Booth #3253. For additional information, please visit [www.xxx.xxxx](http://www.xxx.xxxx)

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**About CellPoint Mobile:**

CellPoint Mobile is a provider of enterprise mobile infrastructure solutions helping businesses take full advantage of the mobile channel. The company's Mobile Enterprise Framework (MEF), Mobile Payments Platform (mPoint), and pre-built industry-specific mobile applications allow enterprises to quickly create new mobile solutions that optimize cost, deliver best-in-class services, and increase sales with a scalable, flexible, and secure architecture. With rapid growth, Cellpoint Mobile is positioned to supply access to mobile users in Europe and North America where they have been established since 2002.

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