REPLY

PROXIMITY COMMERCE

THE NEXT GENERATION OF A SMART MULTI-CHANNEL COMMERCE

Proximity Commerce is the vision of Reply of how purchases will be made in the future, with a solution that supports a personalized and innovative purchasing experience: from contextual-ized marketing communications and the ability to 'virtualize' and manage loyalty cards, to mo-bile payments, using networked devices and objects; this is the full deal.

In the evolution of CRM systems and broadcasting and notification services, it is crucial to be able to contextualize and personalize information related to both marketing and communication. Our solution enables companies to move cost-effectively from a 'one-to-many' form of com-munication to a 'one-to-one' form, which is contextualized at the point when the user receives it. The information therefore acquires considerable added value and becomes more effective.
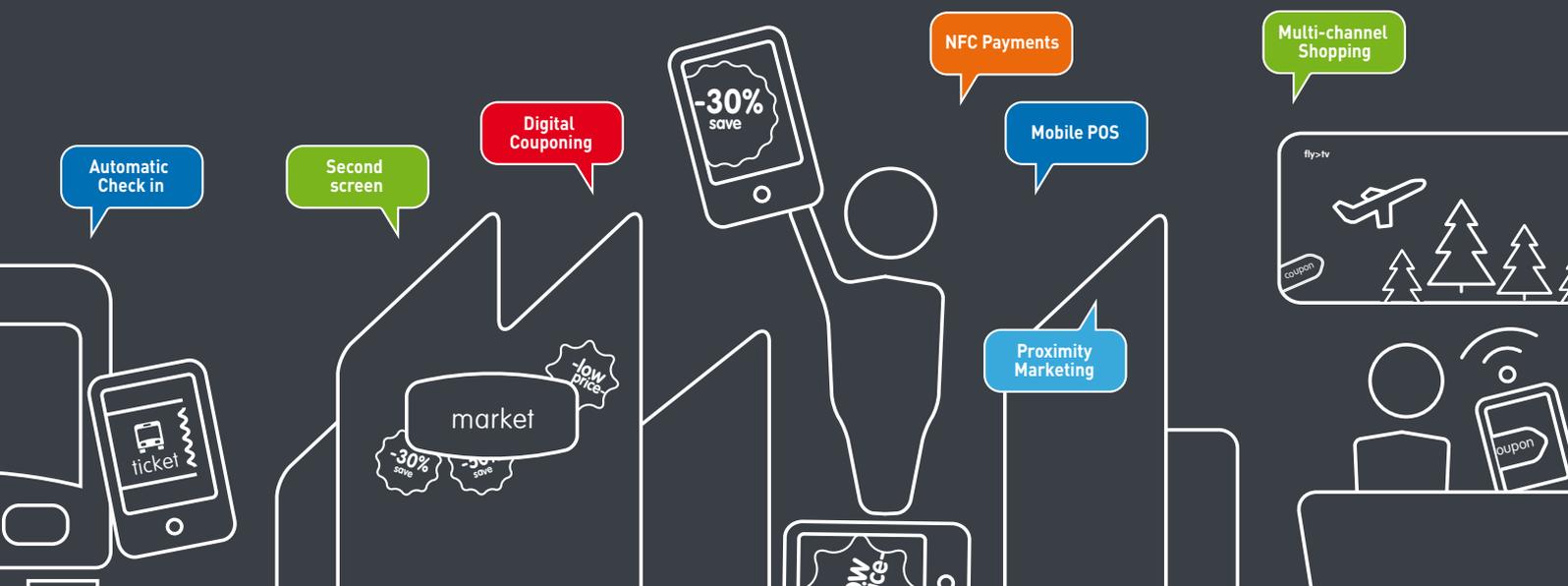
Proximity Commerce is a Reply solution based on HI Reply, the Reply platform for the Internet of Things. It enables an additional channel to be used in customer communication, accompanying the latter throughout the entire process by means of a simple to use, intuitive interface.

Reply Proximity Commerce combines and integrates the functionality of principal elements of the HI Reply platform: **HI Shop** and **HI Credits.**

▶ HI Shop is a Reply **proximity marketing** application that allows you, using your smartphones, to live a real innovative shopping experience, enabling companies to open a new direct and personal channel of communication with their customers.

▶ HI Credits is a Reply solution for **mobile payments.** HI Credits enable purchases via QR Code reading and it is useful for payments enabled by NFC technology (Near Field Communication).

Automatic Check in

Second screen

Digital Couponing

-30% save

NFC Payments

Mobile POS

Multi-channel Shopping

Proximity Marketing

ticket

-low price

market

-30% save

-30% save

fly>tv

coupon

coupon

▌▌█▌▌ SHOP

HI Shop is a **Proximity Marketing** application that allows you, using your smartphones, to live a real innovative shopping experience, enabling companies to open a new direct and personal channel of communication with their customers. HI Shop sends promotional messages to the customer in multiple languages; and send and manage barcodes or QR Codes, digitalizing the couponing process. HI Shop also allows identification codes to be sent via television and radio programmes.

HI Shop directs communication only to people in a specific area, sending them personalized promotional messages, discount coupons and loyalty points. Unlike other solutions available on the market, HI Shop technology is highly selective, allowing specific areas, defined by variable attributes, to be covered within a sales outlet. This characteristic provides marketing with an extremely effective personalization tool, which can be used to target an individual buyer or refer to a particular product.

The installation of HI Shop in a sales outlet is not invasive and requires no special support infrastructure. This means it can be set up quickly and at a low cost. In addition to the retail and mass distribution sectors, the solution can also be used in **'infomarketing' scenarios** related to tourism, cultural heritage and for many other business-to-consumer communication applications

▶ Imagine if as you walk into your favorite **supermarket,** you are recognized and welcomed receiving, directly on your smartphone, personalized coupons and suggestions that are relevant to you.

▶ Imagine if while at your favorite **museum** the works of art can communicate with you, via your smartphone, for a great new visiting experience.

▶ Imagine if while waiting for the next **train** and looking at a digital ad you receive, directly on your smartphone, personalized information about your next great job opportunity online.

CREDITS

HI Credits is the solution for remote mobile payments. With HI Credits, customer pay with his own mobile every product or service in a security and integrated to the payment system of the bank way.

HI Credits makes mail order purchases by using their mobile phone's camera to read QR Codes - the two-dimensional codes found, for example, on leaflets, promotional web pages, in television programmes, on advertising posters and in many popular magazines.

HI Credits allows payments to be made using mobile point-of-sale (POS). This is a great benefit for small businesses (such as newsstands and taxis) and to all intents and purposes it replaces the physical POS. With HI Credits, consumers can buy 'geolocalized' products and services, such as tickets for local public transport, museums, events, fairs, theme parks and car parking facilities.

Further application scenarios include the integration of cash registers, interaction between the systems of affiliated banks, and NFC-enabled payments.

▶ Imagine if on your next **taxi** ride you may pay simply by using your smartphone.
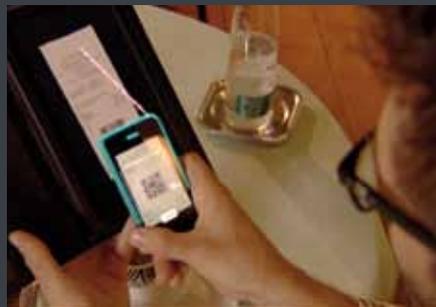
▶ Imagine if, comfortably sitting at the table of a restaurant, pay, acquiring with your camera the **QR Code** printed on the ticket , the bill.

▶ ... or pay, simply approaching your smartphone to the cash register thanks to **NFC** technology, without using cash or delivering payment cards.

Nowadays, using smartphone as a tool for purchases is a habit and the arrival of 4G, together with the strengthening of links between stores, will further facilitate the use of this device in user experience of multi-channel shopping. The market penetration of smartphones and the increasing availability of mobile applications accelerates and confirms a real revolution in which consumers make purchases, and surf the web.

▶ Imagine your smartphone as a device equipped with proximity sensing technology, allowing you to automatically transfer your login details to any autorised website in a quick, transparent and secure way.

HI Reply is the platform for Internet of Things made by Concept Reply, the center of research and development of Reply. HI Reply allows, in a simple and standard way, the communication between networked connected things. It consists of a combination of Hardware, firmware and software components, distributed on the things themselves, ranging from simple sensors and actuators to more sophisticated systems such as smartphones and minicomputers. Using some components of Hi Reply it is possible to develop vertical applications, such as, for example, mobile information, advanced logistics, environmental security, contactless payment and products traceability.

QR Code Payments

Secure Payment

MCommerce Multi-channel identifier

One to One Communication

Personalized offers

Ecommerce automatic login

Mobile Payments

Hassle free

restaurant

Digital Loyalty