



Coorganiza:



## PAGOS MOVILES EN EL PUNTO DE VENTA

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Mayo 2011



# Mobile phone como UNIQUE IDENTIFIER:

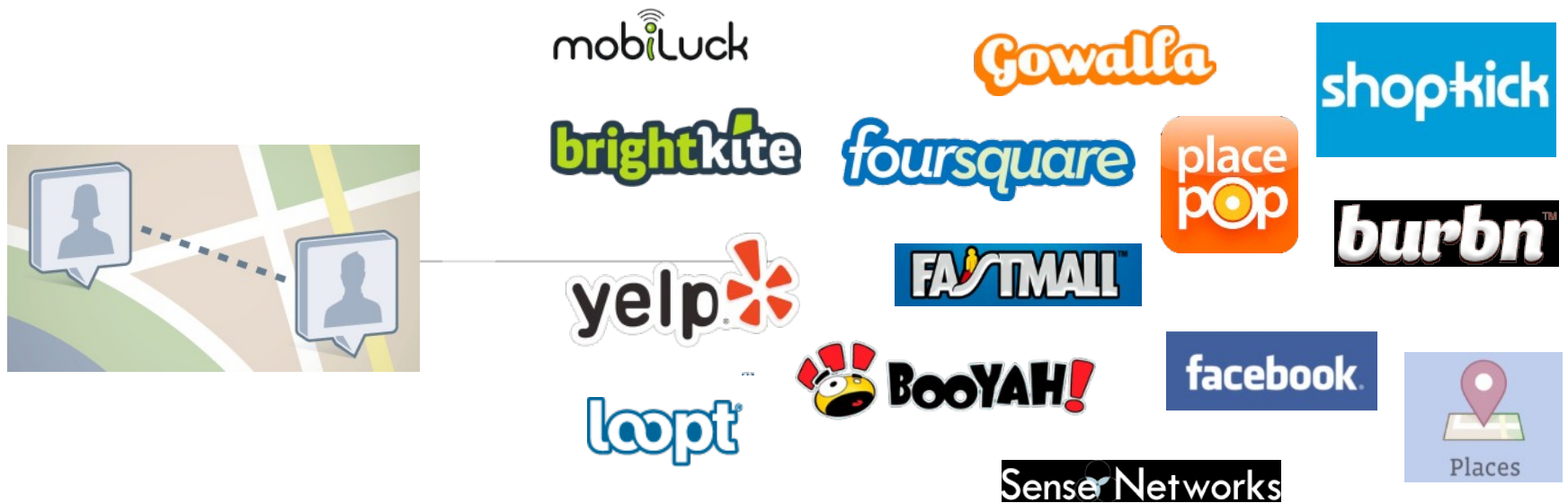


Ahora que TODOS los consumidores tienen un celular tiene mas sentido usar ese celular para identificarlos que darles una tarjeta o un numero adicional

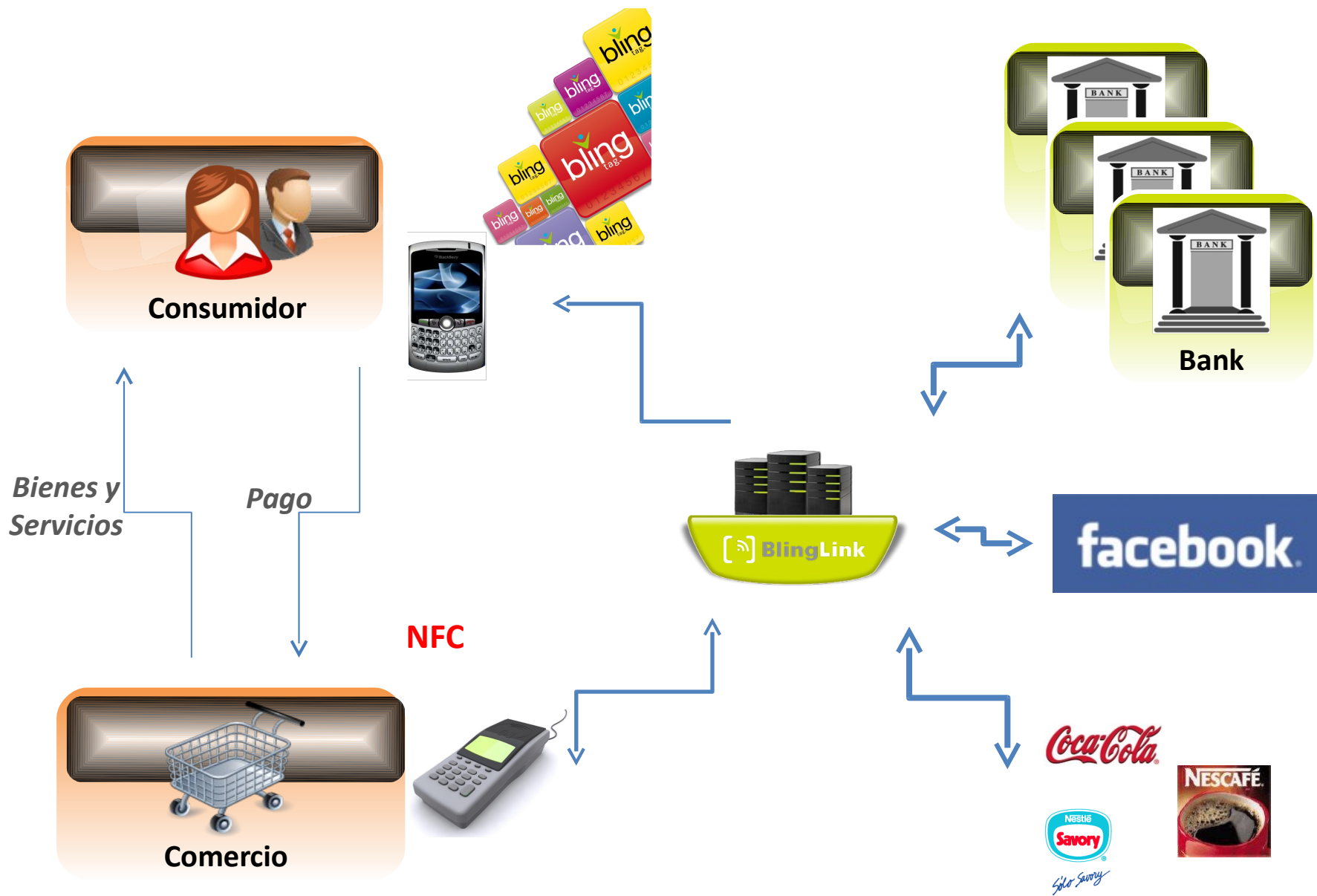
Online el email se ha convertido en el unique identifier, offline el mobile phone se esta convirtiendo en el unique identifier

Todas las innovaciones en retail loyalty están apalancando the mobile phone como unique identifier

# Location based social network apps:



*allowing retailers to have  
closer relationships with their  
customers*





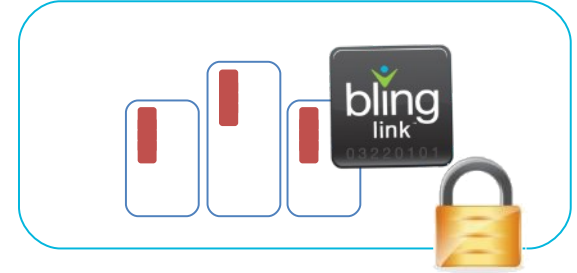
## Consumer Solution

- Phone & Carrier Agnostic
- Instant confirmation on Phone
- Robust security design eliminating storage of personal information
- Loyalty points earned and redeemed at any participating merchant by linking them to the Bling Tag



## Business Solution

- Contactless Reader
- Encrypted, Proprietary Secure Communications using Wireless Technology
- Fast and simple deployment and customization
- Customizable services and loyalty programs



## Platform

- End-to-End Processing
- PCI & SAS70 Certified
- Web-console for participants customer service & program management
- Integrated with Facebook
- Real-Time Reporting



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GRACIAS !

