

MoBeam® Digital Barcode Redemption Service



Background

Barcode laser scanners work by bouncing a light off the dark and light lines of a printed barcode. The barcode scanner's photosensors "see" the reflection and convert it to electrical pulses. In a matter of milliseconds, software in the scanner translates these electrical pulses into unique numeric values. A database of these values can then "look up" the scanned string and match it to a unique entry (for example, a product, discount, identification or ticket). Ecrio's MoBeam® technology eliminates the need for printed barcodes by using light from a light emitting diode (LED) to "beam" the equivalent of a barcode's reflection into the scanner.



MoBeam Digital Barcode Redemption Service – Bridging the Redemption Gap

Ecrio's MoBeam technology links today's consumers with their retailers of choice, creating new revenue opportunities for retailers, newspapers, traditional coupon 'ecosystem' vendors, and Web portals. MoBeam lets consumers digitally collect and save barcode-enabled offers – coupons, loyalty cards, gift cards and more – then digitally redeem them when they shop. The solution provides a comprehensive digital coupon redemption and reconciliation process to enable a digital coupon lifecycle.

No Upgrade Required

MoBeam leverages existing barcode standards, including the Universal Product Code, as well as the scanners already in place – some 35+ million in the US alone. That means retailers don't need to make any changes to their POS infrastructures. In addition, MoBeam has been developed to work with other barcode standards, including the new GS1 DataBar™ scheduled for rollout in 2010.

Beyond the Card-Carrying Member

The proliferation of loyalty/member cards is both good news and bad news. Consumers clearly understand the value of various programs, and are now accustomed to "signing up". But they are also more savvy about handing over personal information (such as home/cell phone numbers), and weary of carrying so many plastic cards. MoBeam solves the problem by collecting all a consumer's information on one simple, digital device. Now the same keychain-sized device can hold loyalty numbers, coupons, even gift cards and tickets. Add a relevant brand or brands to the Key and/or web site, and you have a unique digital "tether" to your most loyal customers.

Go Green

According to CMS, a leading coupon processing provider, marketers issued 302 billion coupons in 2007 – most via free-standing inserts in daily newspapers. That translates to about 2.5 million trees – including the ~ 40% use of recycled paper in newsprint! Since MoBeam coupons are distributed digitally – and redeemed digitally as well – coupon providers can save money and the environment at the same time. Similarly, consumers can leave behind the stacks and stacks of plastic loyalty cards and key tabs in favor of carrying one simple keychain-based device.

Digital Tracking for Who is Buying What

According to the Center for Retail Management at Northwestern University, only 12 to 15 percent of customers are loyal to a single retailer — but these patrons generate between 55 percent and 70 percent of company sales. Some retailers find that as much as 95 percent of their sales go to members of loyalty programs.¹ Since each MoBeam Key has a unique serial number, the MoBeam Service offers a unique “digital connection” to your customers, with clear data tracking of the offers they choose to download, and where and when those offers are redeemed. For the first time, retailers and consumer packaged goods companies can understand what their customers want — and what they do with the discounts, loyalty points and vouchers they receive, tracked all the way to point of sale. If the retail PoS system is enabled to capture more detailed information, such as a unique coupon or member ID, then the data gets even richer — enabling (for example) the real-time authentication of a coupon. No more waiting until well downstream to “clear” offers. . . after the discount has already been given, and the customer has left the store.

A Complete Solution

The MoBeam Digital Barcode Redemption Service includes:

- **MoBeam Key:** A device that stores barcodes retrieved from the Internet (either via e-mail or by downloading from a web site) and transmits them directly to standard laser POS scanners. The device can be customized to match the branding of a retailer, manufacturer, sports franchise, or media company. The first implementation of MoBeam Key is a custom hardware solution that fits neatly on a shopper’s key ring. Future applications call for MoBeam to be integrated on mobile phones and other mobile devices, such as MP3 players.
- **MoBeam Server:** A turnkey, server-based solution that provides digital barcode creation, presentation, distribution, reconciliation and reporting services. The service, which can be hosted by Ecrio or installed behind a retailer’s firewall, includes:
 - Set up of a branded, custom web site “portal”, accessed through the retailer’s or consumer packaged goods company’s current web site
 - Creation and posting of coupons, offers, and loyalty services as required
 - Tracking of customer data to the point of redemption
 - Analytics of customer data in customized reports
- **MoBeam POS System Agent:** An optional software component or internal POS system filter designed for in-store and POS back-end server systems. The system agent:
 - Captures digital barcodes beamed into POS scanners from MoBeam-enabled devices before any standard POS processes are invoked
 - Assists with the decoding and validation of digital coupon barcodes for redemption and reconciliation, and sends transaction information (e.g. date/time, product barcode, MoBeam Key ID/Loyalty number, Store, and POS Terminal) to the MoBeam Server.

Summary

The MoBeam Service can serve as a brand new, digital loyalty program; complement existing programs; or deliver a unique, data-rich alternative to traditional printed coupons. Retailers, brands, venues, even sports franchises can use MoBeam Service to tailor offers to their best customers, then track the progress of those downloads and redemptions. Customers appreciate targeted offers that are always with them — while retailers and brands capture valuable consumer data.

Call Ecrio today for more information on how MoBeam Digital Barcode Redemption Service can fit your retail environment — and satisfy your most loyal customers.

¹Food Marketing Institute white paper, “Loyalty Marketing Programs in the Retail Food Industry”.



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