

Commidea launches GPRS countertop terminal



A new wireless GPRS terminal, developed for smaller retailers, has been launched by Commidea. Faster and better value than standard bank solutions, it looks set to revolutionise card payments for independent retailers.

Ocius easiPAY® is a powerful, wireless countertop terminal that, unlike many bank-owned terminals, can process transactions in a few seconds. Highly versatile, retailers do not need a separate or shared phone line or broadband connection as the system operates on wireless GPRS connectivity.

Utilising GPRS means the solution is extremely cost effective. It negates the need for a separate phone line along with its associated monthly cost, and this, combined with the lower monthly rental cost of Ocius easiPAY® when compared with a bank owned terminal, means that retailers can benefit from cost savings of around £250 per annum.

Ocius easiPAY® operates on a range of GPRS terminals and offers a fast and comprehensive system at a lower overall cost than a standard

bank solution. Packed with all the functionality you would expect from an Ocius solution, it can process refunds, customer not present transactions, create customisable receipts and password controlled log ons and comes with access to an advanced web-based reporting system.

As the terminal does not need to be connected to a phone line, retailers can benefit from cost savings. Ocius easiPAY® provides constant connection, enabling it to be used anytime and anywhere there is a mains power outlet. Its compact size makes it ideal for environments with limited space. Ocius easiPAY® is a welcome addition, making new technology and processing systems more accessible to smaller businesses.

Without the need for a phone line or broadband connection, Ocius easiPAY® is highly cost effective, with no call charges involved. Clients simply pay an all-inclusive low fixed monthly fee.

Backed with Commidea's helpdesk support seven days a week, Ocius easiPAY® looks set to provide small retailers with enhanced card payment processing.

Pret A Manger goes contactless



High street food chain Pret A Manger, is the latest retailer to offer Contactless Payment facilities to its customers. Working with Commidea and Barclaycard Business, the retailer undertook a successful pilot in seven of its shops across London.

A roll out to the remaining 171 UK stores will be carried out over the coming months, making it one of the largest Contactless integrations undertaken by a retailer.

The phased rollout, which will complete in June 2009, will see Contactless introduced to Pret A Manger stores in a range of towns and cities across the UK including London, Manchester, York, Brighton, Birmingham, Oxford, Cambridge and Southampton.

For more on Contactless, see over the page.



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First national mobile Chip & PIN voucher campaign deployed



Commidea and Eagle Eye Solutions, the leading mobile marketing technology provider, has announced the first nationwide mobile voucher campaign to use Chip & PIN. The innovative solution will enable customers to redeem SMS vouchers for Coors Light at Pitcher & Piano bars.

The system is very easy to use and demonstrates Commidea's continuing commitment to pushing the boundaries of card payment technology. Customers request a voucher from the Coors Light website, which they can redeem against a free bottle of Coors Light in any Pitcher & Piano bar. The voucher can be delivered either as a text message to a mobile phone, or it can be printed out. Bar staff at Pitcher & Piano enter a unique code, provided on the voucher, into Commidea's Chip & PIN terminal to verify the transaction.

Commidea's Ocius Chip & PIN solution authenticates the mobile vouchers, avoiding misuse and reducing the amount of administration associated with paper-based vouchers. Each voucher is fully traceable throughout the bar chain and provides insight into consumer behaviour.

"Mobile vouchers drive footfall and revenue to retailers by offering a convenient and easy to use incentive," said Stephen Rothwell, CEO of Eagle Eye Solutions.

"The technical development of using the Chip & PIN terminal to redeem mobile vouchers brings secure, authenticated and traceable coupons direct to the heart of retailers. Coors Brewers and Pitcher & Piano have embraced the opportunities of this new technology and are reaping the rewards from it".

PED Security Best Practice Now Available

A 12 stage guide to PIN Entry Device (PED) Security has been produced by Commidea. Committed to the protection of cardholder data, Commidea and VeriFone have developed a series of PED best practices.

These best practices will enable retailers to determine whether an existing payment device has been tampered with, while also outlining preventive measures that can stop security breaches happening in the first place.

The Payment Card Industry (PCI) adopted PIN Entry Device (PED) security requirements because of concerns that sophisticated criminals may have the resources to tamper with PED devices and collect personal card data. In the past, security features were left to each retailer to determine individually. Now, security requirements are being standardised across the industry to make tampering progressively more difficult.

To get a copy of the PED best practices email marketing@commidea.com or visit www.commidea.com.

MORE MAJOR RETAILERS CHOOSE INTEGRATED CONTACTLESS

Commidea's innovative and unique fully integrated Contactless Payment solution continues to go from strength to strength, with more major retailers signing up to what is, without doubt, the most efficient and cost effective method of introducing the new technology.

Pret A Manger is the latest high street chain to sign up and follows a successful pilot across seven stores throughout London.

Contactless Payments are a proven method of dramatically reducing queuing times and enhancing the consumer experience. Commidea's pioneering Contactless Payment solution is built on its proven Ocius pre-approved Chip & PIN suite of products. Simple to install, it is available as an add-on to an existing or new payment solution or available as standalone or fully integrated with the EPOS till system. It allows consumers to pay seamlessly via Contactless Payment or Chip and PIN, without any additional intervention by the till operator. Plus, with pre-approval by all major banks and

without the delay of entering a PIN, payments take just half a second using the 'touch n go' Contactless system.

Pret A Manger joins several well-known high-street names such as Wasabi, EAT, and Yo! Sushi, who have all chosen Commidea's Contactless Payment solution.

The growing increase in Contactless transactions – which coincides with the 350th anniversary of the first cheque – is a reflection of its popularity which is supported by Barclaycard Business' announcement that it now has over 1 million contactless cards in circulation.

With more and more cards becoming available and an increasing number of forward thinking retailers committing to the technology, the popularity of Contactless looks set to continue.

For more information on Commidea's Contactless Payment solution, please visit...
www.contactless-payments.co.uk

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