



# COUPIES

Press Release

## COUPIES rolls out Mobile Couponing with NFC

COUPIES uses Near Field Communication (NFC) for the Redemption Process at the POS

**Cologne, December 20, 2011** – Near Field Communication (NFC) and mobile payments are said to replace credit cards in the future and make mobile phone transactions between customer and retailer at the Point of Sale (POS) easier and more fun. Many companies have announced to use NFC in the near future; COUPIES is using it already today. Starting from November, all coupon partners from local merchants to nationwide retailers are being equipped with COUPIES-Touchpoint enabling the redemption of mobile coupons via NFC.

Smartphones with built-in NFC technology redeem coupons and deals by simply taping the device on the **COUPIES-Touchpoint**. This [video](#) shows the redemption at a KULT store in Cologne. The COUPIES-Touchpoint assures to track coupon redemptions with an accuracy of 100%, which marks a milestone in measuring the marketing effort of both retailers and brands.



**COUPIES-Touchpoint** for coupon redemption using NFC-Technology and QR Codes

Felix Schul, CTO at COUPIE: “Manufacturers like Nokia, Samsung and Motorola have begun shipping mobile phones with NFC technology quite a while ago, yet services and apps using NFC are still missing. We use NFC to improve the process of redeeming coupons at the POS. COUPIES is the first app to roll out NFC-couponing in Germany!”

Using COUPIES-Touchpoints, retailers do not have to invest in infrastructure – but can precisely count new customers coming to their shops. They simply need stick them

next to the cash register. To redeem a coupon, users simply tag the COUPIES-Touchpoint! Smartphones with integrated NFC technology use it to redeem the coupon – all other devices switch to their camera to scan the QR-Code on the COUPIES-Touchpoint instead.



Redemption of a mobile coupon using **COUPIES NFC-Touchpoint**

### How does COUPIES work?

Users benefit from numerous nationwide campaigns with retail chains or from over 4000 local partners offering coupons with up to a 50% discount. COUPIES shows users all available offers nearby, sorted by location or interest. Once an interesting offer is found, users simply redeem coupons with their Smartphone at the point of sale using the COUPIES-Touchpoint. Saving money has never been easier!

COUPIES is available in the App Store and the Android market and at [www.coupies.de](http://www.coupies.de) for all other Smartphones.

More information about COUPIES: [www.coupies.de/presse](http://www.coupies.de/presse)  
Info-video mobile couponing with COUPIES-NFC-Touchpoint:  
[http://www.coupies.de/uploads/press/pis/coupies\\_nfc.mov](http://www.coupies.de/uploads/press/pis/coupies_nfc.mov)

### About COUPIES:

COUPIES ([www.coupies.de](http://www.coupies.de)) brings discount offers and coupons on your mobile phone - available anytime, anywhere. COUPIES is the leading marketplace for mobile couponing in Germany. COUPIES combines interesting local offers, and national retailer and brand discounts in one app. COUPIES offers advertisers a publisher network with reach of over 2.5 million users and a unique opportunity for mobile advertising with mobile coupons and discounts.

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### Press Contact:

#### COUPIES GmbH

Thomas Engel  
Vogelsanger Str. 78, D-50823 Köln  
T +49 221 9465 7932  
[www.coupies.de](http://www.coupies.de)  
[tom.engel@coupies.de](mailto:tom.engel@coupies.de)