

## Media information / mobile business

16 January 2014

### Wirecard AG integrates Bluetooth low energy into its Mobile Wallet platform

- **Convergence of POS and mobile services**
- **First showcase at Burda Media's DLD Conference with partners Deutsche Telekom and Orderbird**

Aschheim (Munich). Munich-based Wirecard AG is one of the first payment companies in the world to integrate Bluetooth low energy (BLE) technology under the name "Bluetooth BLE Smart Payment" into its existing Mobile Wallet platform as an additional payment technology service. Along with NFC and QR code, BLE is the third contactless payment standard to be supported by Wirecard's mobile solutions. The operating systems of modern smartphones enable innovative ways of ensuring customer loyalty and processing payments. As part of the Bluetooth specification, data can be transferred at distances of up to 10 metres using BLE technology. BLE provides innovative, location-based services using micro transmitters ("beacons"). It is compatible with Apple, Google and Windows smartphone operating systems.

"Wirecard has become a leader in Europe for mobile payment because it reacts quickly and flexibly to new technologies," explains Wirecard CEO Markus Braun. "Bluetooth low energy will set a new standard for vouchers, loyalty and payment."

Wirecard will present its first showcase using Bluetooth low energy at this year's Hubert Burda Media Digital Life Design (DLD) Conference, which will be held in Munich from 19 to 21 January 2014. At the conference, users will be also able to experience a BLE-based, personalised mobile payment process at the Wirecard check-in bar. Wirecard is implementing this project in conjunction with its partners Deutsche Telekom and Orderbird, a company that offers cashier systems for restaurants.

Markus Braun: "The DLD Conference is the perfect forum for innovations. Smartphones are increasingly becoming a central focus of our day-to-day life. The theme of this year's DLD is 'Content and context'. In line with this, we shall provide a glimpse into the future of mobile payment in bricks-and-mortar retail."

With BLE, the Wirecard Mobile Wallet communicates directly with the point-of-sale system. This then enables it to also offer a wide range of services that add value for customers in the fields of loyalty, vouchers and Personalised offers.



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## **About Wirecard:**

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payments. The Wirecard Group has been supporting companies in accepting electronic payments from all sales channels. A global multi-channel platform bundles international payment acceptances and methods, supplemented by fraud prevention solutions. When it comes to issuing their own payment instruments in the form of cards or mobile payment solutions, Wirecard provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products.

Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

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