

## PRESS RELEASE / Mobile services

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### **MWC 2014: Wirecard expands Bluetooth low energy payment technology to include mobile value-added services**

- **View personalised real-time offers directly via smartphone**

Aschheim (Munich). At this year's Mobile World Congress in Barcelona, Wirecard AG will be presenting the expansion of its Bluetooth low energy payment technology to include integrated vouchers and loyalty schemes. Bluetooth low energy (BLE) radio technology facilitates contactless data transfer at a distance of up to 10 metres. Using micro transmitters ("beacons"), BLE provides location-based services that are communicated to the point of sale for mobile marketing activities. As soon as a customer comes within the range of the beacons, retailers can take advantage of an additional communication channel and send personalised offers to the customer's mobile device. These include discounts, special offers and loyalty schemes that are directly related to the customer's current location within the store. BLE has already been integrated into a number of Apple, Google and Windows smartphone operating systems.

"As one of the first payment companies in the world, Wirecard consistently relies on the BLE standard and connects mobile payment with mobile marketing and value added services. We are setting new benchmarks in the field of contactless mobile payment with this solution", commented Jörn Leogrande, Executive Vice President of Mobile Services at Wirecard. "We are convinced that Bluetooth low energy will establish itself as an additional standard for data transfer."

Retailers can reach their customers directly via new communication channels using BLE payment technology and approach them with targeted loyalty offers. Any marketing campaign can be controlled very simply by personalised, real-time apps that offer payment and value-added services.

Wirecard will also be presenting the entirety of its Mobile Wallet platform at the Mobile World Congress, starting with technical solutions for contactless payment such as NFC and QR codes, to Mobile Wallets and innovative M-POS products and services, such as the Mobile Card Reader.

*Visit Wirecard at the Mobile World Congress, 24-27 February 2014 at the NFC & Mobile Money Pavilion in Hall 7, Stand 7J21.*



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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 payment transactions. The Wirecard Group supports 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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