



## **"Zapa Technology & Mobiun Partner to launch Mobile Loyalty Application for Zapa Tag Users"**

***Consumers can check and manage their Loyalty Points from a Range of Retailers Directly Through Their Mobile Handset***

**Dublin, Ireland — February , 2010** — Zapa Technology, a pioneer and leader in NFC technology, has partnered with Mobiun to create a “first of its kind” mobile application that allows consumers to easily view and manage their loyalty and reward points via their mobile handsets.

The ZAPATAG is a thin sticker with a smart chip and antenna inside that enables a mobile phone to communicate with other devices such as retail point of sale terminals, and coupon dispensers. Once a user “Taps” their mobile phone against the terminal during a transaction, the loyalty points are updated in real-time; they can redeem an offer or make a payment. Users can register their Tag directly on their mobile phone and can immediately collect loyalty points from Zapa enabled retailers.

The application is available today for virtually all Nokia Series 40 and Series 60 handsets, Apple iPhone, Blackberry Pearl, Curve and Bold handsets and most Sony Ericsson, LG and Samsung handsets. Additional handset types including Android and Windows Mobile will be added later.

Zapa launched its service by seeding a POS infrastructure to strategic retailers and providing their customers with its NFC enabled Zapa Tags. Zapa have achieved over 30,000 registered users within a few months of product launch, and many of Ireland’s leading retailers signed up to the Zapa Loyalty and Payment Program. Volumes continue to grow rapidly.

John Nagle, Zapa's CEO stated “We are delighted with the success of the ZapaTag programme and now the new Loyalty Balance mobile application. The application provides customers with a convenient, always available balance and information on new offers. It also provides retailers with a unique channel for interacting with their customers.”

Tom Montgomery, Mobiun’s CEO adds, “We are delighted to work with Zapa, combining our mobile application technology and expertise with Zapa Technology’s industry-leading NFC Loyalty solution to deliver a truly market defining product.

### **Zapa Technology**

Headquartered in Dublin, Ireland, Zapa Technology is at the forefront of building the architecture required to establish an NFC community in Europe, bringing together the hardware and software components needed to deliver appealing, easy-to-use NFC services to the market. Zapa Technology is working with some of Europe’s leading retailers in helping make NFC a reality.

[www.zapatechnology.com](http://www.zapatechnology.com)

### **Mobiun**

With Headquarters in Dundalk, Ireland, Mobiun designs and supplies mobile phone applications for more than 850 models of handsets, including Nokia, Samsung, Motorola, LG, Sony Ericsson, Blackberry, Windows Mobile, Android and iPhone. Mobiun has to date created applications for Cost Management, Pre-Pay Top-Up, Device & Data Management and Mobile Payments & Loyalty.

[www.mobiun.com](http://www.mobiun.com)