

## **ADELYA demonstrates innovative mobile NFC loyalty and marketing services for Retail on GSMA Pavilion at Mobile World Congress 2013**

**Toulouse, France, February 18<sup>th</sup> 2013** – ADELYA, a leading software company specialising in contactless and mobile loyalty and marketing services, announced today that its loyalty and marketing services will be demonstrated at the GSMA Pavilion in Congress Square CS80 during Mobile World Congress 2013, Barcelona, February 25-28<sup>th</sup>.

ADELYA NFC loyalty and marketing solution adds agility, interaction and personalization to retail customer relationships. On the GSMA Pavilion will be demonstrations of exciting retail propositions and user opportunities using mobile NFC:

- Transform your NFC-enabled phone in a mobile wallet. Tap your NFC smartphone on the merchant tablet and get recognised (consumer instant identification), burn a coupon and receive loyalty points. Enhance customer in-store experience: no more plastic cards, faster check out, and mobile interaction....
- Tag an NFC sticker with your NFC phone to get a coupon, view the coupon on your mobile app and enjoy.
- Experience card-free loyalty with the “Buy 10, get one free” offer. Tap your phone on the NFC reader and receive one stamp on your mobile app.
- **Best of all:** tag your NFC MWC badge on the NFC reader and get a FREE coffee immediately!!

ADELYA also provides loyalty and marketing solutions for smarter cities including NFC city passes.

ADELYA’s offering is available in white label for mobile operators, banks or any international resellers, eager to add value services to their current NFC mobile portfolio.

*“It’s a pleasure to be at Mobile World Congress 2013 and we are proud to show our latest loyalty and marketing service to the MWC community.”* said ADELYA CEO Jean-François Novak. *“ADELYA’s software offering for retailers is also available as white label for international resellers. Feel free to come and meet us.”*

**Come and experience exciting in-store services on the GSMA Pavilion**



## PRESS RELEASE

### **About ADELYA**

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty and customer engagement offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue is a white label loyalty wallet available on the web and on smartphones. Loyalty Avenue mobile and web apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

ADELYA solutions are available in white label for distribution and reseller networks worldwide. Visit [www.adelya.com](http://www.adelya.com).

### Contact us

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