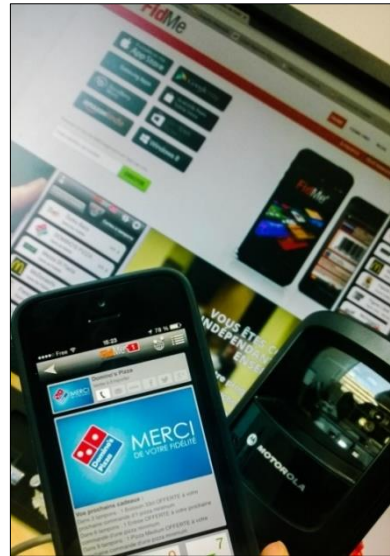


FidMe™ to use iBeacon in stores for secure checkins, stamps and personalized couponing

Always evolving, Snapp' announces **iBeacon BLE (Bluetooth Low Energy) technology integrated in the next upcoming release of FidMe**. Complementary with NFC technology and to answer partners stores and retailers needs, the iBeacon technology secures FidMe check-ins, stamps and checkout and make them even more faster.

FidMe offers to over 2.6 million users and thousands connected stores and retailers to manage their loyalty programs and coupons campaigns, to take advantage of the last **mobile-to-store** and **Social Local Mobile** innovations, to maximize customers relation management from home, close or/and in the point of sale.

« This technology brings news opportunities for **contextualized offers** and **geofencing features** (near the point of sale) with a **unique precision** for loyalty cards holders. » adds Laurent Bourgitteau-Guiard, Snapp' General Manager.



About FidMe

FidMe, developed by Snapp' (Bordeaux), is the European leading mobile loyalty wallet application. Free and with no ads, FidMe is compatible with every smartphone. FidMe allows registering all the traditional loyalty cards but also stampcards from local shops. Thousands small businesses, franchise networks and renowned retailers (Monoprix, Marionnaud, AccorHotels, Mezzo di Pasta, McDonald's, Quick, Columbus Café, etc.) have joined the service. FidMe has over 2.6 million users, 4.200 loyalty cards, 14 million dematerialized cards. www.fidme.com

Press Contact

Laurent Bourgitteau-Guiard
05 47 74 52 50
Le Grand Angle – Avenue Périé
33520 Bruges – France
www.snapp.fr – presse@snapp.fr