

**PROXAMA'S MOBILE DIGITAL PROXIMITY TECHNOLOGY PROMOTES  
LIVERPOOL'S CULTURAL AND ENTERTAINMENT ATTRACTIONS**

Proxama plc, the Aim listed mobile proximity commerce company has successfully launched a complete mobile digital proximity solution in Liverpool which operates through a mobile app named "I'm@app," and using beacon and geo-fencing technology is able to enhance visitors' experience at the various arts and cultural events being staged all over the City including the International Festival of Business (IFB), Liverpool Vision, National Museums Liverpool and Liverpool Biennial.

This is the first time such a project has been set up in the UK and is available on both Android and iOS devices and allows visitors to tap and download the app using NFC and QR code enabled SmartPosters, or download the app from iTunes store and Google Play. Visitors become part of the digital experience as they enter the designated Bluetooth Beacon zone enabled by geo-fencing technology. Participating visitors receive messages straight to their smartphone with exclusive content provided by the creators of the city's top arts and culture venues. These messages are prompted as visitors walk past the Beacons located within this 37.6km<sup>2</sup> zone.

I'm@app received approximately 3,000 downloads overnight ahead of Royal de Luxe's second Giants exhibition on 22<sup>nd</sup> July.

Over the course of the initial four days of the project (23<sup>rd</sup>-26<sup>th</sup>July), the total sessions of returning visitors stood at 10,512.

**Miles Quitmann, CCO, Proxama comments:** "Liverpool attracts thousands of visitors each year, and events at the IFB present a great opportunity to showcase what is possible when the power of mobile proximity engagement is deployed properly. The solution has the potential to impact individual, regional and national locations, transforming cities up and down the country into an immersive, interactive and insightful cultural experience for all involved."

**Media Enquires**

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### **About Proxama**

Proxama is a global platform provider of proximity marketing, loyalty and contactless payment solutions on mobile. We provide proximity commerce solutions to financial institutions, media owners, retailers and brands.

Our two technology platforms, TapPoint® and CardGateway™, sit at the heart of our business. TapPoint® delivers proximity engagement and loyalty solutions for retailers, media owners and brands by utilising technologies such as NFC, Bluetooth LE (beacons), ge-fencing and QR codes. CardGateway™ is our mobile contactless (NFC) payment platform that enables banks to transition their card portfolio onto mobile, for mobile contactless payments.

<http://www.proxama.com>