

## **Norwich Buses equipped with Proxama technology**

*First time mobile beacon technology is deployed on buses to engage consumers while on the move*

Proxama PLC (AIM: PROX) the global mobile proximity marketing and Near Field Communications (NFC) payments company, Exterion Media, the leading Out of Home media owner, and transport company FirstGroup have teamed together to equip over 100 buses in the City of Norwich with Bluetooth beacon technology. This will allow passengers to receive location-based messages on their smart phones from retailers in the area and is the first time beacon technology has been used on a transport network within the UK.

The partnership will provide passengers with relevant, location-based messages and retail offers that can be redeemed in-store within Norwich's city centre. Maximising the high passenger dwell time spent on buses, brands are able to create a unique channel of communication to potential customers who are on the move. Shoppers receive the opportunity to discover and purchase new products, as well as receive rewards such as coupons, discounts and loyalty services.

The initiative brings benefits to both consumers and brands in the Norwich area. Consumers experience a more engaging journey, while local brands can expect an increase in loyalty, footfall and engagement.

**Miles Quitmann, CCO, Proxama comments:** "The aim of this project is to understand more about how and when new mobile proximity technologies can enrich a consumer's shopping experience. This initial six month beta project will provide important data to shape future roll outs, which will take place on other bus networks in the UK to benefit both consumers and businesses."

**Jason Cotterrell, Managing Director UK, Exterion Media comments:**

"Many bus journeys in urban centres today involve consumers using their smartphones to keep themselves engaged. At the same time, many of these journeys are also for the purpose of hitting the high street. This initiative marries the two together and brings a completely engaging and immersive experience to the passenger journey. Experience tells us that advertising on buses is welcome, so the potential of using beacon technology to maximise the opportunities is huge, for both advertisers and consumers looking to exploit this dwell time. We are very excited to be involved with this experiment and look forward to pioneering beacon technology on transport further and wider in the future."

**David Squire, Managing Director of First Eastern Counties, comments:** "It is important for us to look at new and innovative ways to ensure our customers view us as the number one way to travel. This collaboration is the perfect mix of cutting edge technology and bespoke content that engages passengers. By working with Proxama and Exterion, our combined efforts can once again transform the service we offer, so that we continue to remain relevant."

Underpinned by Proxama's TapPoint® platform, passengers are able to opt in to the experience by switching their Bluetooth on and downloading the location-based app Loka available on Android and iOS which has been created as part of the Connected High Street Project. The number of notifications will be monitored during the day and the app will learn and tailor what future notifications to send, as the user interacts with them.

Working alongside multiple partners including Norwich Business Improvement District (BID), the Association of Town & City Management (ATCM) the Connected High Street project is an ongoing initiative created to better learn about how to make beacon technology a part of the everyday shopping experience. Transforming the passenger journey by connecting the consumer's

digital capabilities with their physical environment will be a first for the UK and the involvement of partners will showcase the full potential of mobile proximity commerce.

**ENDS**

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**About Proxama:**

Proxama is a global platform provider of mobile proximity commerce solutions; mobile NFC contactless payments and mobile proximity marketing. Our solutions are used by banks, financial institutions, loyalty companies, media owners, stadium owners, retailers and brands.

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

<http://www.proxama.com/>

**About Exterior Media**

Exterior Media is a leading Out-of-Home advertising company. Its core business is engaging and delivering valuable audiences for advertisers through a variety of formats and environments including transport, billboards, street furniture and retail. Exterior Media is also one of the leaders in digital Out-of-Home advertising.

With operations in Europe and China and relationships worldwide, its advertising reaches 73% of the world's population accounting for 91% of the world's GDP. Exterior Media combines this unrivalled reach with deep audience insight and innovations in Out-of-Home advertising.

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

**About FirstGroup**

FirstGroup is one of Britain's largest bus operators with around a fifth of bus services outside London. A fleet of some 6,400 buses carries approximately 1.6 million passengers a day in a huge number of communities including 40 of the UK's largest towns and cities. We operate Greyhound UK providing regular intercity coach services linking South Wales and Bristol Airport, and we also operate some US-style yellow school buses and have a fleet of coaches available for charter. We also operate the Aircoach network in Ireland.

### **About Norwich Business Improvement District (BID)**

Established in November 2012 the Norwich Business Improvement District (BID) is run for local businesses by local businesses. The BID covers a defined area of Norwich where businesses plan how to improve their trading environment, identifying additional projects and services that develop the city centre and trade. Investment in the BID area aims to enhance and promote the local environment for businesses, employees and customers.

The overarching vision is to; Make a clear positive impact on the vitality of our city centre and the success of the businesses within it.

### **About Association of Town & City Management (ATCM)**

ATCM is a unique organisation, with a membership that spans the private, public and third sectors. As the largest organisation of its kind in Europe, ATCM has over the past two decades evolved into an influential voice for the town and city management community, and as a widely respected authority on policy, innovator of research, and best practice example of partnership working and cross sector engagement. We are a not-for profit, mutual organisation, owned by our members, which focuses on the creation, development, and management of vibrant and viable town and city centres.