

SmarTone Brings Innovation to Retailing

HONG KONG, 13 October, 2014 – SmarTone today announced the launch of ST Beacon, a marketing service for retailers based on proximity triggering, that enables retailers to better engage customers by notifying their customers' smartphones of their presence through an app. The triggered retailer's app can then retrieve relevant information specific to the location served by a particular ST Beacon.

“ST Beacon allows tailored messages to be delivered at a retailer's store – from welcome messages, to prompts for new arrivals, small-area promotional messaging, or even product information in close proximity to a product on display. ST Beacon points to the possibility of a virtual shopping assistant, helping forward-looking retailers to enhance their service to customers in a cost-efficient manner,” said Mr. Douglas Li, CEO of SmarTone. “With ST Beacon, we aim to create new possibilities for retailers to better engage customers and increase sales.”

A retailer's customer could download the retailer's app from App Store or Google Play. The ST Beacon and all apps supporting it are open to users of all cellular networks in Hong Kong, and not just limited to SmarTone customers. The apps also support Wi-Fi connectivity.

A customer visiting the ST Beacon participating retailer's store will receive up-to-date information, including product highlights and promotional offers, even if the app is in the background or closed, so long as his phone's Bluetooth function is switched on.

ST Beacon employs Bluetooth technology and is compatible with Bluetooth Low Energy (BLE), and Bluetooth 2.1 and 3.0, providing compatibility with a wide range of Android and iOS smartphones in use today. Multiple ST Beacons can be deployed in a retail location, by simply plugging into AC mains outlets, or they could be battery-powered.

“Bluetooth Low Energy technology is increasingly adopted in smartphones, allowing Bluetooth to be permanently switched on with very low power consumption,” said Mr. Douglas Li. “This opens up huge potential for innovation in cloud-enabled location-based services that can be highly tailored, effective and cost efficient. SmarTone intends to lead this emerging trend.”

A beta application of ST Beacon in Hong Kong will be RED Pass Delights that is exclusive for RED Pass holders. It brings special offers from a number of leading retailers, demonstrating the potential of this new service. The inaugural retail partners include Red Ant Restaurant & Ant One Casual Dining, Oliver’s Super Sandwiches, espressamente illy and COVA. RED Pass holders can now download the app from App Store or Google Play, to enjoy the RED Pass delights.

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- * RED Pass Delights can be used on smartphones running:
 - iOS 7 or above on iPhone 4s/iPad 3 or above
 - Android 4.0 or above

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