

The **Isis**<sup>TM</sup>  
Mobile Wallet

Transforming  
how you  
**SHOP, PAY,**  
AND **SAVE**



**ISIS**<sup>TM</sup>

# The world is going mobile and **Isis™** is setting the new standard.

Isis™ is leading the mobile commerce revolution by partnering with companies across the mobile, financial, and retail industries to deliver an open, integrated mobile commerce platform. A joint venture between AT&T Mobility, T-Mobile USA and Verizon Wireless, only Isis has access to 76% of the US wireless subscriber base delivering the scale necessary to drive wide-spread consumer acquisition and adoption.

By transforming the phone into a powerful mobile wallet, Isis is setting the new standard for shopping, paying and saving. Learn how to connect with your customers in a new way and be among the leading merchants who are becoming Isis-enabled.

## Your Business - Mobilized With Isis

The Isis Mobile Commerce Platform offers you the opportunity to develop richer relationships with your customers.

- Deliver offers direct to the phones of consumers that select you as a favorite merchant
- Deploy smart posters in-store that consumers can “tap” to access special information and offers
- Integrate Isis APIs into your existing campaigns, instantly mobilizing them by enabling delivery into the Isis Mobile Wallet

## Why Isis?

### Easier

- The first and only mobile commerce platform with the full support of all four payment networks: Visa, MasterCard, Discover and American Express – ensuring that your customers can continue to pay with their card of choice
- One-stop solution for mobile: payments and marketing all integrated into the device consumers have with them all the time
- Utilizes existing technology – only requires a contactless reader that accepts all four payment networks
- Pre-built mobile platform for quick, easy, and inexpensive offer delivery

### Smarter

- Capitalize on the immediacy and personalized nature of the smartphone
- Increase consumer loyalty by delivering more relevant offers to existing consumers
- Increase ROI on existing campaigns by enabling instant delivery of information and offers direct to your customer’s Isis Mobile Wallet

### Safer

- Wallet PIN and no visible account information – adding extra protection for payment information and guarding against fraudulent use
- If a phone becomes lost or stolen, one simple call or visit to the consumer’s wireless carrier can remotely suspend the mobile wallet
- Transactions utilize the existing payment networks - no risk is shifted to you
- Consumer purchase details are not visible to Isis

## Take the Next Step

Want to learn more about Isis and how you can become an Isis-enabled merchant partner?

Please contact [merchants@paywiththis.com](mailto:merchants@paywiththis.com) or visit [news.paywiththis.com](http://news.paywiththis.com).

