



## Media Release



### mHITS mobile wallet integrates with retail Point Of Sale system

Canberra: 23 November 2011

The mHITS Australia SMS payment service has demonstrated what could be a world-first – the direct integration of a mobile wallet with a 3<sup>rd</sup> party retail Point Of Sale (POS) system. The integration, implemented at Ticos Drive Thru Coffee in Melbourne Victoria, enables consumers to order and pay ahead for their take-way coffee via SMS and simply collect their order when they arrive at the venue. This means that consumers can order and pay for food and beverage items using their mHITS mobile wallet with the transaction automatically directed to the venues' POS system which then in turn passes the order directly to the venue barista or kitchen printer/display etc for preparation. Not only does this improve process automation for busy venues, payment is seamlessly integrated as the mHITS mobile wallet transactions are automatically reported within the retail management system.

The integration was performed with the [BEpoz](#) retail POS solution with additional integration work performed in conjunction with POS systems specialist [Vectron Systems](#).

“For a busy venue, not only can orders and payment be received directly via SMS, paying by mHITS is a cost saving as no human interaction is required to take an order or process a payment.” says mHITS CEO Harold Dimpel. “In high traffic retail food and beverage environments, speed of order processing and process automation are critical to provide good service to consumers.” he continues. “This integration demonstrates how the mHITS mobile wallet provides a platform for complete retail payment automation including loyalty and mobile marketing.” he concludes.

A free downloadable mHITS app also allows ordering and payment via smart phone including menu based ordering.

For more information on the mHITS Australia SMS payment service, visit [www.mhits.com.au](http://www.mhits.com.au).

#### about BEpoz

BEpoz provides easy to use and cost effective POS solutions for cafes, pubs, clubs and restaurants. Flexible deployment configurations provide features including stock and cash control, analytical reporting, customer loyalty and rewards, customer and staff communication using SMS, email and electronic memos, and links to PMS, external payments, accounting and other systems.

For more information on the BEpoz POS solution visit [www.bepoz.com.au](http://www.bepoz.com.au).

#### about Vectron Systems

Vectron Systems are a leading POS systems specialist with clients around Australia. Vectron Systems has been supplying competitive, leading edge POS solutions for over 20 years in sectors that



include cafes, pubs, clubs, restaurants, hotels and groups. For more information on Vectron Systems visit [www.vectron.com.au](http://www.vectron.com.au).

## about mHITS

mHITS (pronounced Em-HITS) is an Australian based developer and operator of mobile payment services. In Australia, mHITS operates the mHITS SMS payment service that allows consumers to send and receive payments by SMS text message.

For retail transactions, mHITS allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS. Consumers can also use the mHITS service to pre-order their items before arrival at a venue, meaning less queuing and waiting and faster service. mHITS is also an ideal payment method for purchase of mobile content, MP3 and other electronic and digital downloads, or for making purchases for goods and services from Internet websites. Other applications include cashless vending, web based micro-billing, parking, taxi fare payment, charity donations and cash back offers. For more details of the mHITS Australian SMS payment service visit [www.mhits.com.au](http://www.mhits.com.au).

## mHITS technology in emerging markets for the unbanked

As well as operating an SMS payment service in Australia, mHITS is also working in emerging markets in the design, deployment and operation of mobile payment solutions for the so called “unbanked” (people who do not have access to traditional banking services).

Use of the mobile phone as a payment device is acknowledged as a logical payment solution for the unbanked as people in developing countries often lack the formal identity requirements that traditional banking services require such as a birth certificate, formal address or a regular employment or income. The lack of bank branches, limited number of ATM's, reduced access to the Internet and the general low level of financial literacy in developing countries are contrasted by the large-scale uptake of mobile phones in these same markets.

For more details visit [www.mhitslimited.com](http://www.mhitslimited.com).

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