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Street Savings COO Speaks at Mobile Payments Conference Offers Roadmap For Mobile Payments Adoption

September 9, 2011 (New York, NY) – Pal Flagg, COO of Street Savings, will give a keynote address to the 2011 Mobile Payments Conference. The conference runs from September 8 through 9 at the New Yorker Hotel in New York City. Flagg is delivering the Friday (September 9) luncheon keynote.

Flagg's presentation will offer a roadmap for mobile payment adoption, specifically how merchants and service providers can work together to educate consumers to use and trust mobile payment systems. According to Flagg, "mobile marketing gets us on the road by teaching consumers new behaviors that will make adoption easier when the infrastructure for mobile payments is ready."

"In order for mobile payments to be widely accepted, consumers need to buy into the notion, see the value and understand the process," said Flagg. "The process needs to be simple and familiar. Rewards and loyalty programs, already commonly accepted, can be easily mobilized and can help consumers to find mobile payments familiar."

Street Savings Mobile Coupons and Mobile Rewards products are designed specifically for the independent reseller. They are easy and affordable for merchants, quick-to-provision, and work with the credit card terminals and point-of-sale (POS) systems merchants already use. These value-added products increase sales for merchants and can easily bundle with resellers' other offerings.

Together with leading hardware manufacturers and gift and loyalty processors, Street Savings has developed a closed-loop mobile marketing environment that is moving value today. The products use the same terminals bankcard reps are familiar with and merchants have on their counters. "By providing mobile coupon redemption at the credit card terminal and POS, we enable merchants to track revenue driven from mobile campaigns. Merchants can see the results and adjust campaigns to drive additional sales," says Flagg.

Street Savings integration with existing closed-loop networks gives merchants a mobile coupon redemption system now that can transition seamlessly to NFC-enabled handsets and merchant terminals as that technology becomes more widely available to support mobile payments.

About Street Savings

Street Savings provides certified mobile marketing solutions that increase revenue for merchants, acquiring banks and resellers by cost effectively mobilizing gift and loyalty programs. The company's Mobile Rewards and Mobile Coupons products send text message offers that customers can redeem on merchant credit card terminals and point of sale systems. Businesses can create trackable mobile marketing campaigns that build loyalty and increase sales. For more information, visit www.streetsavings.com.

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