

PSI CORP

▶ THE NEW FACE OF COUPONING AT RETAIL NEW REVENUE STREAMS AT NO COST TO YOU..... 1

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# One World

# Infinite Possibilities

# Midax



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ADDRESSING THE NEEDS OF THE INDEPENDENT SUPERMARKET AND CONVENIENCE STORE RETAILER COAST TO COAST.

*Clipping coupons hardly sounds like the subject of high finance- or even medium finance. Save a dollar on charcoal, some detergent or a couple boxes of cereal. Who can be bothered? Who has the time? A Growing number of people it turns out because a dollar is a dollar !*

## Maintain Your Competitive Advantage Coupon Express- New Revenue Stream At No Cost To You!

In a recent report issued at the end of January, Inmar a coupon processing agent stated they had redeemed 3.3 billion coupons last year a full 27% percent increase from 2008 with an average savings of \$1.44 per coupon.

What the report did not state was how many coupons went unused, were lost in the redemption process and or were fraudulent and ended up costing your store money? PSI /Midax have a simplified direction for this multi-billion dollar industry that benefits the manufacturer the store and the consumer.

The Coupon Express provides in-store product advertising and on-demand coupons with a redemption rate of nearly 30%, compared to a rate of 1.4% for traditional

coupons mediums saving CPG advertisement dollars. In conjunction with Midax's back office services, the Coupon Express now provides "paperless" couponing wherein advertiser created coupon offers are tied to your existing loyalty card program. Coupons are "attached" to a customers card at the front of the store when their selections are made, and redeemed instantly at your store's Point of Sale System during checkout. Now lost revenues associated with shrinkage during the redemption process and fraud can be avoided along with the hassle of handling paper coupons.

What's the catch? Well we will not sell you the kiosk, and we want to pay you a percentage of the advertisement revenues we get from contracting with major consumer product goods manufacturers. Interested?

Call .....Jim Nevill or Jim Whittaker Today!



PSI Corp. (PSI) (PSCP.PK, provides innovative interactive customer

communications systems and applications that support targeted marketing programs with unique point-of-purchase (POP) services and information that serve shoppers and distributors while building loyalty and revenue for the Company's primary clients. Through its proprietary multifunction kiosks and services, PSI provides in-store customized couponing, in multiple languages, for immediate impact in regional, independent retailers in the grocery and convenience store industries, enabling retailers to quickly determine ideal price-points for new products and mitigate losses from hard-to-sell items. Through a joint marketing agreement with Midax, Inc., a leading systems integrator for the independent grocery and convenience store industries, PSI provides a seamless transaction for issuing, redeeming and reporting coupons, as well as creating a state-of-the-art loyalty program and shopping list service.



## CUSTOMER WATCH



We are proud to welcome DMJ 1 Stop as our newest Midax customer. Family owned and operated, DMJ has been a 1Stop Franchise since 1975 operating 11 fuel and convenience locations serving Genesee and Lapeer Counties in Michigan. As one of our premier ACH check processing customers, DMJ combines the benefits of Midax Loyalty & ACH into a convenient Savings Card format for customers. Friendly, clean stores combined with the best in service set DMJ apart from the competition. We are pleased to welcome them into the Midax family . ACH Processing Services Provided By Payliance, A Midax Processing Partner.



# Developments... New Products... Improvements...

## Midax Adopts VeriShield End-To-End Transaction Encryption

Midax has made a strategic move to adopt the VeriShield standard for data encryption of Card Swiped transactions. This will enable retailers to have truly End-To-End encryption of data for air tight compliance.



- PCI PED-approved hardware security module encrypts account numbers during the card swipe.
- Protects data in transit over networks as well as at rest.
- No changes are required to most merchant POS or Enterprise Applications.

The VeriShield Protect System employs breakthrough technology to encrypt the personal account number and mag-stripe data in a manner that other applications interpret as valid card data. Called H-TDES, the innovative technology was developed by Semtek.

Midax will program to all Verifone MX Series terminals and will use the MX series as our preferred device on our new MX/POS Integrated Point of Sale System.

This is the highest level of data encryption available today. Check with your Processor to see if they support this technology standard today.

## Swipe One Program Certification through BGMX Completed.

The Midax partnership with BGMX Retail Services has taken another step forward with our certification of the facility to fully support the Swipe One Program.

BGMX is now fully certified to perform managed services for customers wanting to enter into their own loyalty program without the hassle of setting up promotions internally.

BGMX will manage the database, setup and monitor promotions and provide reports, all scheduled to accommodate the customer. First line support and consulting services are also available at the customer's request.



The power behind Verifone's VeriShield Protect, Semtek is a leader in card capture and magnetics technology. Semtek's Security solutions focus on data encryption, card authentication, security auditing, and other innovative methods of improving the security performance of mag-stripe based products. The new VeriShield product uses Semtek's Hidden Triple DES and CDMS technology for improved encryption and security monitoring.

## GS1 DataBar Coupon Conversion Set for January 2011 Will You Be Ready!

The rollout implementation for the new GS1 DataBar on coupons, is scheduled for January 2011. Retailers need to be aware of the changes relating to this implementation and the possibility that scanners may need to be upgraded to accommodate the new barcode format.

NGA research has indicated that up to 38% of retailers may miss this date and really do not have a firm idea when their POS equipment will be ready for the conversion. Only 25% of the retailers responding indicated that they would be ready for the January 2011 deadline.

Currently coupons include both the UPC-A as well as the GS1 barcode. Retailers can accept the coupons by scanning the UPC-A code on the face. Beginning in January the UPC\_A will begin to disappear and the GS1 code will be the predominant method for accepting coupons at checkout.

GS1 codes contain more data than the existing UPC-A barcodes and will allow for closer regulation of coupons and will accommodate expiration dates as well as minimum quantities that must be purchased for coupon redemption.

Retailers, not sure of their scanner's ability to read the GS1 codes are urged to contact their POS dealers to see if upgrades are necessary. Scanner manufacturer's like Magellan and NCR have upgrades available as needed.



GS1 barcodes on produce have already had a positive impact on cashier identification, and allow for faster movement of product through the POS. They allow for increased traceability of product for increased safety, and better product tracking.

The hope is that improved scanning of coupons will result in faster more efficient checkout as well.