Marseille goes NFC and dematerializes its city pass with ADELYA.

The new contactless Marseille city pass includes a smart RFID chip enabling visitors to use the same city pass to take public transportation, access museums and city attractions, and benefit from preferred discounts at local stores.

Toulouse, France, March 15th, 2012, ADELYA, a software company specializing in NFC loyalty and CRM solutions, announced today that the Marseille Tourist Office & Convention Bureau (OTCM) has launched a contactless city pass based on ADELYA NFC solutions. The new Marseille city pass enables visitors to use a single pass for public transportation, museums and city attractions, as well as offering discounts at local Marseille stores.

A dematerialized city pass in partnership with ADELYA

Recognized in France as a "mobile contactless territory" by the French Ministry for the Digital Economy, Marseille and its Tourist Office was eager to offer a new city pass based on NFC technology, bundling public transportation and city attractions inside a single pass to encourage visitors to discover Marseille. The city provided a perfect match, since the local transportation company (RTM) was already using a contactless transportation ticket. Following a city pass RFP performed by Monetech, the Marseille Tourist Office selected ADELYA to make the move from a paper-based city pass to a personalized contactless solution. Best of all, the Marseille city pass will soon be available on all contactless mobile phones.

"With Marseille-Provence selected as the European Capital of Culture for 2013, it is vital that we offer visitors a new-generation city pass. A dematerialized city pass greatly simplifies and optimizes the overall process and provides the flexibility required to welcome more visitors in our region every day. Manual tasks have been alleviated, the city pass is managed online in real time thanks to a software platform, and we can add, change or personalize attractions and services on the spot. The Marseille city pass can be personalized for events and seasons offering the best possible match with visitors' expectations. The pass was launched thanks to strong support from Marseille City Couoncil and in close partnership with the city community (MPM) and the local transportation office ((RTM)," explains Maxime Tissot, Director of the Marseille Tourist Office & Convention Bureau.

Flexibility: a key ingredient of today's city passes

The city pass package offered by ADELYA for the Tourist Office & Convention Bureau and its partners (museums, transportation, attractions and stores) consists of a web-based back-office platform to manage city passes and visitors, n city pass mobile application, an NFC reader and mobile phones. Each season, the Tourist Office uses the back-office platform to define the attractions and services included in the city pass (transportation, museums, attractions, deals and discounts, etc.). The day of

purchase, the visitor profile is associated with the city pass (name, email, opt-in), making tracking easy and efficient. As they explore the city, visitors tap their contactless city pass on NFC readers or mobiles phones and are instantly identified and their city coupon is automatically validated. With this process, the Tourist Office & Convention Bureau benefits from real-time reporting and analysis on visitors and attractions.

Made for you

The dematerialized city pass is easy to personalize. This week, it is dedicated to the World Water Forum, held from March 12 to 17th, 2012. 2,000 contactless city passes have been distributed for this event.

"We chose ADELYA for its platform openness and flexibility," adds Maxime Tissot. *"Besides the native mobile and NFC technologies, the ADELYA back-office platform lets us quickly define the products and services included in the pass, whether cultural or promotional. The Marseille city pass can thus be evolved to incorporate on-demand services tailored to each visitor. With a dematerialized city pass, we have an up-to-date visitor database and we can forge intimate ties with them, keep them informed and invite them to come back."*

"We are proud to welcome the Marseille Tourist Office and Convention Bureau as a customer," adds Jean-François Novak, ADELYA CEO. *"Through its close involvement in the French contactless city program, ADELYA empowers cities with contactless CRM solutions to help them support local trade. Thanks to the Marseille city pass, we now have a vertical offering to add to our solutions dedicated to new-generation city passes."*

About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue web and mobile apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

Over 1,500 points of sales are already using ADELYA's loyalty solutions every day. These include Aéroports de Lyon, bars&co, Body One, Carlson WagonLit Voyages, L'Office du Commerce et de l'Artisanat de Nice (OCAN), L'Office du Tourisme et des Congrès de Marseille, Movida, Optical Discount, Tape à l'œil, and TOC. Visit www.adelya.com.

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