



## **PassMarket™ , NCR Silver™ Connect to Enhance Mobile Shopping Experience for Small Business Merchants**

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DULUTH, Ga.--(BUSINESS WIRE)--Aug. 13, 2014-- Aiming to provide small business merchants with a complete mobile retail offering, iMobile3 has integrated its storefront application platform PassMarket™ with the NCR Silver mobile point-of-sale (POS) platform to enable merchants to deliver a complete mobile shopping experience to their customers.

iMobile3's PassMarket is the industry's first mobile storefront application platform to incorporate a merchant's essential customer engagement tools. The mobile app provides customers with rewards, offers, gifting, messaging, store locator and payment features to simplify the shopping experience for customers using their mobile devices.

"The PassMarket platform provides small business merchants with everything they need to improve the mobile shopping experience for their customers," said Justin Hotard, President, NCR Silver. "Using PassMarket, NCR Silver merchants now can engage their customers whether or not they are in their stores, and provide them a better shopping experience – from ordering ahead to payments to tracking loyalty rewards."

NCR Silver is a tablet POS platform for all types of small businesses, including retailers, restaurateurs, and food trucks. Silver is available for iOS devices. Bob Leonard, CEO of iMobile3, is excited that PassMarket is the first mobile storefront application to fully integrate with NCR Silver.

"PassMarket and NCR Silver allow small businesses to engage with their customers in meaningful ways that add value and deliver a better overall experience," Leonard said. "So, we are striving to make it easy for merchants to engage customers directly at the point of sale with their mobile phones."

### **About iMobile3**

Founded in 2008, iMobile3 is the leader of mobile point of sale solutions for some of the most prominent companies in the financial technology industry. iMobile3 is defining the future of mobile storefronts with PassMarket - a cloud-based platform used to create mobile storefront applications for merchants. iMobile3 is located in Jacksonville, Florida. For more information visit [www.imobile3.com](http://www.imobile3.com).

### **About NCR Corporation**

[NCR Corporation](http://www.ncr.com) (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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