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## Location-Based Wireless Shopping Portal being tested in New York City and San Francisco by GeePS.com

[April 3rd 2000] GeePS.com has begun beta testing a location-based, wireless online shopping portal in New York City and San Francisco. The service brings the convergence of wireless technologies WAP (Wireless Application Protocol), Palm, Global Positioning Satellite (GPS), and location-based technologies to bricks-and-mortar businesses.

GeePS.com, Inc. will provide an end-to-end solution that enables bricks-and-mortar businesses, from large retail chains to small "Mom and Pop" restaurants to acquire new customers (called "GeePSters") with personalized location-based shopping announcements, deals, coupons, rebates, information, price comparisons, and wireless transactions.

Using current hand-held wireless devices such as Palm VII, WAP phones, and new Internet-enabled devices, GeePSters can view the merchants in their vicinity as well as receive special announcements and deals offered by these merchants. "Think of GeePS as a one-mile circle around a potential customer, moving with him or her, providing local business information that fits individual needs," explained GeePS President Arshad Masood. "This information is dynamic and controlled by the merchants, communities and establishments in that radius. Imagine millions of these circles, each individually customized and branded as GeePS."

Initially the test will be offered to pre-qualified merchants in New York City and San Francisco, the leading markets for adaptation of the technologies required for the service. Merchants will be offered the ability to create their own GeePS wireless sites and promotions.

GeePS is forming key partnerships, including EverTrac, an integrator of location-aware e-business solutions. EverTrac leverages GPS, wireless communications, and Computer Associates' Unicenter TNG. Other GeePS partners include CouponSurfer.com, providing major brand promotions and personalized coupons at an interactive, user-friendly site.

"GeePS is at the forefront of WAP-based, mobile, wireless personalized shopping services," said Imran Anwar, CEO of EverTrac. "GeePS' understanding of the emerging mobile e-business marketplace is one of the reasons EverTrac is happy to have them as a partner, in delivering integrated solutions to the marketplace."

GeePS CEO Andy Goren expects early GeePSters to be primarily business travelers and executives using PDA and wireless devices, followed soon thereafter

by younger early adapters. Business travelers can use the technology to get information about local business in towns they are unfamiliar with, making GeePS an attractive customer acquisition vehicle for restaurants, hotels, car rental companies, and other services. "GeePS.com is a unique vertical play. It provides shoppers with great location-based deals, and empowers bricks-and-mortar merchants to send promotional messages to nearby prospects," said Goren. "We provide an end-to-end solution for merchants. GeePSters are attracted to a store from our shopping portal, and can complete wireless transactions through our in-store POS system. "

"With the official rollout later this year, we plan to work with thousands of merchants. GeePS will be the wireless leader as a customer acquisition channel for merchants," said Goren. "Businesses are listed for free, and we will charge GeePS merchants on a per view basis. Our business model is based on revenue sharing as well as advertising."

Registration is free at [www.geeps.com](http://www.geeps.com) . A clearly stated privacy policy promises GeePS will not to disclose user information to third parties. Registration is only required when users want access to more personalized services and messages. GeePS is a pull technology, so users only receive personalized messages by request, and they will not be "spammed."

"As you enter the mall you click the GeePS button on your Palm VII screen. A list of the local stores at the mall with an icon announcing a promotion or coupon for each store is displayed," explained Goren. "You click on the coupon for The Gap and your Palm VII screen shows a \$12 discount on all jeans purchased tonight. You decide this is a tempting offer and enter the store. After choosing the jeans that fit you, you show the cashier the coupon displayed on your screen. You got a bargain and retailer acquired a new customer."

### **About GeePS.com**

Based in Cranbury, NJ, GeePS.com, Inc. ([www.geeps.com](http://www.geeps.com) ) is a pioneer in location-based online wireless technologies. GeePS was founded in 1999 by a group of computer software and wireless-technology professionals seeking to create location based wireless Internet applications. The wireless Internet market is one of the fastest growing segments of the telecommunications market.

GeePS has already partnered with several leading e-coupon companies, and is currently in discussions with large brick and mortar chains to provide deals to GeePSters. The company is also forming alliances with cell service providers as well as mobile Internet device manufactures, and working with fulfilment companies.

Send mail to [webman@wapinsight.com](mailto:webman@wapinsight.com) with questions or comments about this web site.

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