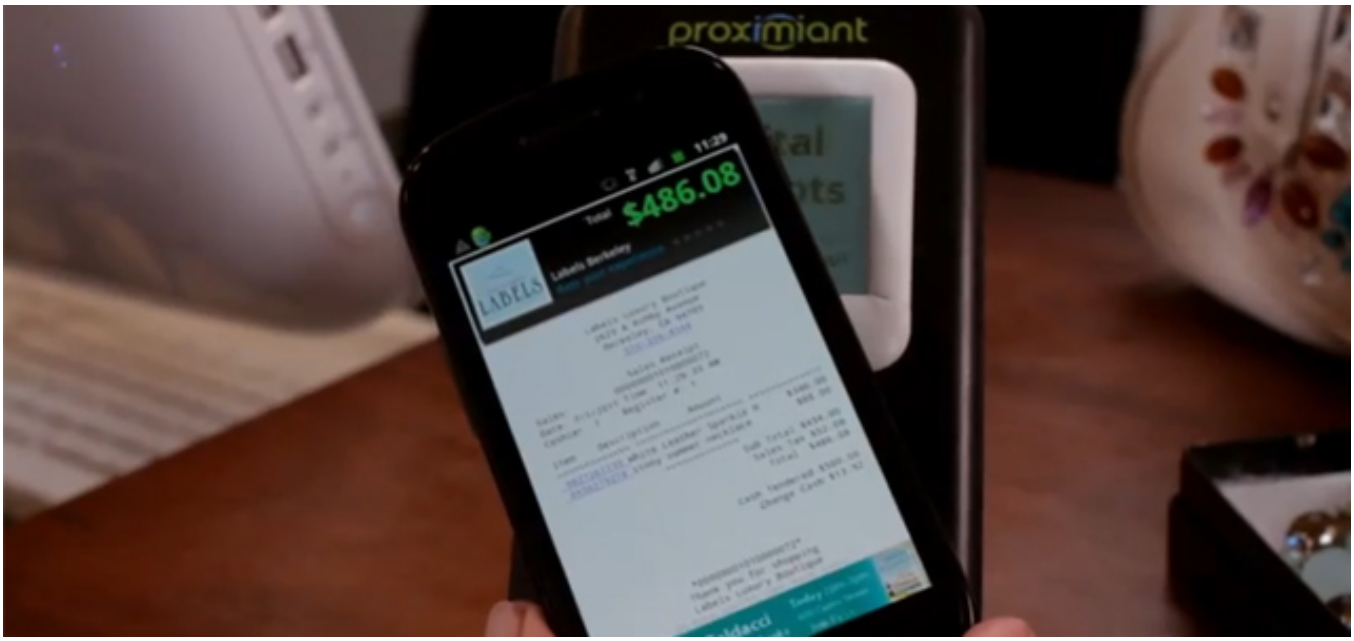
NFC service for stores offers ‘tap and go’ digital receipts



With the rise of services such as Square, there's no doubt that retailers large and small can now easily accept credit card payments. Now focusing on the receipts for transactions — Proximiant is a service that uses NFC to let brick-and-mortar stores send digital receipts directly to shoppers' phones.

Stores begin by installing a free, phone-sized Proximiant transceiver at the checkout counter; fees only incur “when we bring you sales,” in the company's own words. Shoppers, meanwhile, install the free Proximiant app, which is available for both Android and iOS devices. Then, customers with NFC-enabled phones can simply tap their phone on that transceiver and a digital copy of their receipt will be sent privately and securely to their phone, without the need for them to share their email address or any other personal information. Those whose phones aren't NFC-enabled can get a free Proximiant tag instead, which they can then pair with their phone for use with the transceivers. Either way, all receipts can then be stored digitally in one searchable place without the need to worry about paper. Proximiant also finds and alerts shoppers to local coupons and deals based on their shopping habits so far. The video below explains Proximiant's premise in further detail:

Roughly 9.6 million trees are cut down each year to produce paper receipts, according to a report on 2nd Green Revolution. Time to help slash that number with a similar innovation of your own?

Website: www.proximiant.com
Contact: www.proximiant.com/contact