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## IN SINGAPORE, MOBILE APP REPLACES LOYALTY CARDS VIA QR CODES

 RETAIL

**Perx is a smartphone app from Singapore-based Maipay Pte. that's designed to replace all the cards in consumers' wallets with a single, easy way to get loyalty rewards.**

It's a testament to the sheer number of loyalty cards out there that we've seen the emergence of sites such as [Perkler](#) to help consumers manage them all. Now, bringing such efforts into the mobile world, there's [Perx](#), a smartphone app from Singapore-based Maipay Pte. that's designed to replace all the cards in a consumer's wallet with a single, easy way to get loyalty rewards. Consumers begin by downloading Perx for free, before browsing the list of participating merchants for those they frequently buy from. Then, when they're at one of those stores, they scan the QR code provided by the merchant when they check out. That, in turn, serves just like a stamp on an old paper card and counts towards the shopper's next reward; Perx notifies the consumer instantly when they've reached that milestone. Meanwhile, users can also "spin the wheel" for a chance to win instant prizes. The video below explains Perx in further detail:

<https://player.vimeo.com/video/31466251>

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Perx is currently available only for iPhone, but an Android version is coming soon, Maipay says. Mobile-minded entrepreneurs: time to help consumers manage their many loyalty cards and schemes in your part of the world? Spotted by: Cecilia Biemann

18th January 2012

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