

# EdgeSmart™

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## Overview

### *e-gift*

*e-gift* is an electronic gift certificate issued as a specialized function smart card or magnetic strip card. Flexible, user defined parameters provide for extensive program options. Multiple retail programs maintained on the same card present opportunities for exciting and effective cross-promotions.

Secure

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Value

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Service

Card features provide:

- repeat customer / new customer counters
- various issue values
- secure, reusable and reloadable
- active from first use
- incorporate promotional coupons
- cards can be 'Hot Listed' and / or 'Disabled'
- expiry date option
- card retains last 10 transactions; merchant device retains all transactions
- all transactions date stamped

Multi-lingual / multi-currency, *e-gift* supports all major card types and a variety of device platforms (including vending machines and RF technology). No on-site processor. Merchant reporting available. Off-line data collection option. Remote download capability.

Friendly, flexible partner management software allows you to activate multiple *e-gift* partners per card.

Purchase incentives and rewards, customer service, customer retention and attracting new clients just got easier with *EdgeSmart™ e-gift*.

*EdgeTech® ... Transforming Technology into Solutions.*