

# M3TECH ROLLS OUT 'SELFIE' KIOSKS, LBS APP FOR RETAILERS

By Digital News Asia August 8, 2014

- **i3D Selfie panel targeted at tourist-centric businesses**
- **Retailer Series app uses Beacon data transmission tech**

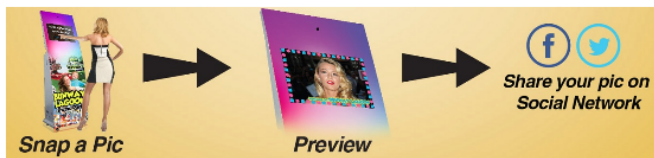


M3 Technologies (Asia) Bhd has announced a spin-off of its flagship i3Display, the i3D Selfie Panel, as well as an app that allows retailers to make use of proximity alerts or location-based services to attract customers.

The i3D Selfie panel, targeted at tourist-centric businesses, allows users to capture instant images of themselves and share them on popular social network sites such as Facebook and Twitter, M3Tech said in a statement.

The i3D Selfie panel is also targeted at other businesses that organise events or simply require a marketing solution that engages and collects a database of potential clients for further marketing or CRM (customer relationship management) activities.

The panel comes with the option of customisable 'skins' that allows businesses to 'dress up' the panel to suit their marketing campaign themes, or even to match their corporate identity. It also allows them to have fixed frames for each image captured to further market their brand, businesses or location.



For details on the i3Display, visit [www.i3Display.com/products3.php](http://www.i3Display.com/products3.php).

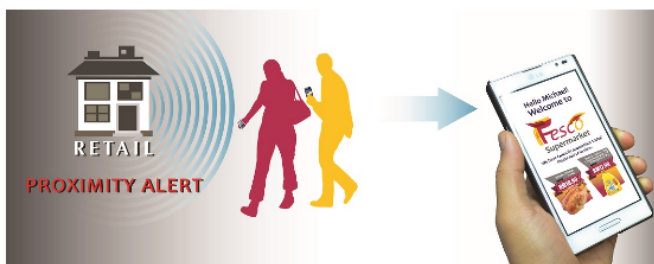
M3Tech is a mobile value added services (VAS) provider that was incorporated in Malaysia in 1999, and listed on the Bursa Malaysia Kuala Lumpur's ACE Market (formerly Mesdaq) in 2003.

## Retail app

M3Tech also announced the release of The BusiApps: Retailer Series app that uses Beacon data transmission technology that allows retail store owners to draw customers into their stores by sending e-flyers to their mobile phones or devices as soon as they come within 150 feet of their stores.

"The application is designed specifically to address a long term objective for retailers to provide location based services (LBS) – to be able to alert and attract customers within their vicinity, in real time," said M3Tech group chief operating officer Lester Neil Francis.

"The proximity alert feature will boost traffic to their stores and help create a platform for targeted marketing and in-store activities/promotions," he added.



M3Tech argued that the solution would not only help retailers increase profits, but also to collect valuable client/ prospect information to carry out further sales-related promotions or even CRM-related activities.

The BusiApp is available on for the iOS and Android platforms.

The BusiApps: Retailer Series start from RM99. For more information, visit <http://m3tech.com.my/mobile-apps-packages.php>