

Stanton Consultancy Limited News Bulletin

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Prepaid Expo USA 2010 Special Edition

Prepaid Expo USA 2010

The Institute of International Research's (IIR) Prepaid Expo USA took place in the Rio Hotel in Las Vegas last week. The event included a keynote speech from former President of the USA, Bill Clinton, as well as workshops, case studies and panel discussions from several senior members of the prepaid industry.

To those of you who we met at the expo, it was great to see you. For those who we didn't meet, here's a summary of our expo experience.....



Prepaid Expo Exclusive: New UltraPoS Functionality Unveiled

We unveiled our new real-time statistics service, SMS capabilities and demonstrated UltraPoS on a state of the art, Datamax O'Neil, mobile hand-held device.

Our new real-time statistics service has been created to provide unique and bespoke data to individual retail outlets. This enables our customers to drill down to view individual PoS station performance and perform detailed sales and trend analysis.

The hit of the show was the demonstration of UltraPoS selling cards via a Datamax O'Neil device. Ray showed attendees how a card could be sold via a Bluetooth connection between his mobile phone and the mobile hand-held device. The ability to take the sale to the customer has ensured the increasing popularity of the mobile device and with sporting events such as the Olympics on the horizon, this trend looks set to continue.



SCL Host Invitation-Only Event

To celebrate the end of the first day of the expo we hosted an invitation-only drinks and networking event in the tranquil surroundings of the Rio's Wine Cellar. With the wine and conversation flowing the evening was a great success. Guests who dropped by for a drink and a chat included senior representatives from U.S Bank, American Bankers Association, Visa, FIS, Discover, Travelex USA, CSVS, Self Service Networks and Paybefore.

Webinar Success

SCL & Visa presented their collective experience in the world of prepaid on 17 February. Entitled 'The Evolution of Global Prepaid Through Innovation', the webinar attracted approximately 200 registrants, from whom we have received very positive feedback.

To listen to a recording of the webinar and to read a full description of the topics covered, [click here](#).

What's Next?

We will be presenting a case study with TUI Travel Plc about the First Choice and Thomson branded travel money cards at Prepaid Expo Europe, IIR's first European event, taking place 10-12 May in Brussels.

To find out more about this event or to register, please [click here](#). Please enter XX2003SCL at the checkout to obtain a 10% discount on the registration fee.



Did You Know?



Total Rewards cards, currently on sale in all Harrah's properties, including the Rio, are sold and managed via UltraPoS.