



PosGate UOPP is enabling SMS Mobile Shopping providing the possibility to make a purchase directly from the mobile phone, using one simple text message (SMS) without entering any personal and payment data.

Today, what depicted above is not manageable with SMS texting mainly because of the complexity related to secured payments and the impossibility to sell on behalf of a third party company. PosGate allows the creation of a new marketplace able to realize and bring on the market a service allowing direct SMS Mobile Shopping overcoming the mentioned limitations, i.e. allowing for selling of third companies goods and services in a full managed process, from order entry to payment to order delivery.

There is a full integration with modern APPs on any smartphone, keeping the same key features i.e. no entering of personal and payment data. The specific smartphone App (IOS, Android) will generate an automatic SMS message towards the platform SMS gateway.

In this platform are accommodated both selling companies and registered users, being the TSP the platform service provider.

Selling companies will have to sign a contract with the TSP company in order to be enrolled in the panel of trusted selling companies. Goods and Services of the enrolled selling companies are made available for purchase to registers users in a number of ways, like for example available for purchase to registers users in a number of ways, like for example RADIO ADS, TELESALAS, WALL ADS and COUPONS within newspapers and magazines.

Targeted companies

The platform is a secured environment allowing for many-to-many relationships between trusted customers and trusted merchants and real time POS payments. The SMS / APP Mobile Shopping Marketplace brings selling companies numerous advantages, such as:

1. the possibility not only to advertise on different media like TV, Radio, Wall ads but to sell on the same media avoiding the need of running their own organization.

The possible applications are numerous (sales of goods and services, ticket shows and concerts, pay utilities, various types of subscriptions, donations, etc. ...)

Targeted SMS Mobile Shopping registered customers

SMS has become a massive commercial industry, with over 300 millions mobile phone users in the US. Registered users can buy from trusted merchants without disclosing personal and payment data, ever; this means ease of process, enhanced security and more privacy.

For the selling companies, this customer pool is surely a major interest item (millions of potential trusted customers in the US).