



SMART TVs

Order and Pay
without entering any
personal and payment data

PosGate UOPP is enabling Smart TV Shopping providing the possibility to make a purchase directly from the TV without entering personal and payment data.

Today, what depicted above is not manageable 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 new television marketplace able to realize and bring on the market a service allowing direct Smart TV shopping overcoming the mentioned limitations. In this platform are accommodated both selling companies and registered users, being the Network Data Provider the platform service provider, running the APP directory holding the Apps of the enrolled merchants, showed in the Smart Tv main screen.

Targeted companies

Web e-commerce is a public environment open to any company in which there is a one-to-one relationship between the merchant and the customer. By the way, web e-commerce has showed many issues about security wrecks and payment frauds (i.e. stealing of credit cards, fake companies, fake customers and so on).

Unlike web e-commerce, this platform is a secured environment allowing for many-to-many relationships between trusted customers and trusted merchants and real time POS payments.

To access this opportunity, the selling companies will only have to develop their own specific Smart Tv APP and to subscribe to the service with the NDP. The Smart Tv App will be included in the panel of available Apps. Besides showing items on sale, the App will have to read the Tv Mac Address and call the PosGate platform to request the payment service; the platform then does all the job (order entry – checks – payments – order delivery).

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

Targeted Smart Tv registered customers

According to a report from the researcher NPD In-Stat, only about 12 million U.S. households have their Web-capable TVs connected to the Internet, although In-Stat estimates about 25 million U.S. TV households own a set with the built-in network capability. Also, In-Stat predicts that 100 million homes in North America and western Europe will own television sets that blend traditional programs with Internet content by 2016. The Smart Tv can be used to place purchase orders, to be conducted by the payment platform.

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).