



- Instant and easy to launch
- Low cost schemes
- No 'lost' or replacement cards
- Complete membership management system
- Easy recruitment
- Sophisticated reporting tools
- Tracking and analysis of usage patterns
- Combine with other communication channels

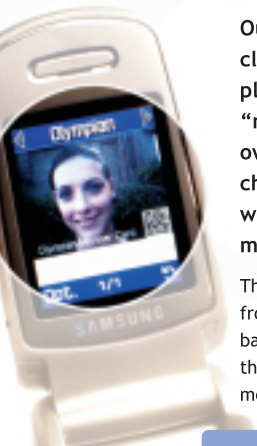
instant, secure, low cost membership schemes.

Our unique technology now enables any club or organisation using traditional plastic membership or ID cards, to issue “mobile cards” to any member who owns a mobile phone—creating a cheaper, more efficient and intelligent way of running and monitoring complex membership systems.

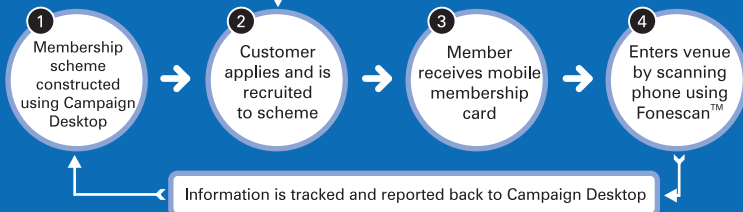
The member simply receives a text message from the venue containing an embedded barcode that holds all the information on them, as well as other information and membership details.

The venue can also take advantage of MMS-enabled phones by adding its logo to the card, as well as integrating a picture of the member—enabling the club to increase security levels by allowing staff to identify members easily and accurately at the entrance or registration point.

Once the member has joined, the phone is scanned at every visit to the venue. This enables the venue to monitor visit frequency and spend patterns, as well as reward loyal members with special offers, or target lapsed members with incentives.



Club is able to communicate with the member at any time



Interaction and communication —the competitive edge

One unique and significant advantage of our mobile membership schemes, is the ability to communicate directly with the member at any time—all the time.

Any size venue or organisation can now target the member with any tailored marketing campaign or simple reminders and hints & tips.

Setting up a membership scheme couldn't be simpler

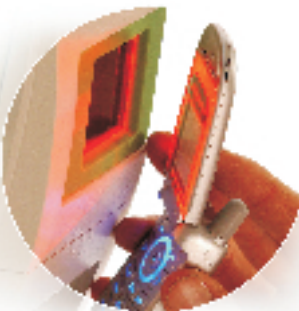
The membership scheme is constructed using the Campaign Desktop, which also maintains all the information obtained on the member, as well as all subscriber messages and responses.

Every piece of information can be used for analysis and reporting through a series of standard and custom reporting options. All the information held on a member and the results of any report can be used for targeting and selecting them for new promotions.

An internet connection is all that's required to access the web portal. Interfaces to external applications make it easy for any company to start a membership scheme.

Using the mobile phone in this way provides an intelligent communication platform that enhances the members' experience and provides the venue with significant member knowledge and a substantial competitive advantage.

Members enter clubs and venues by scanning the barcoded membership "card" directly from their mobile phone using Trinity Mobile's innovative Fonescan™ unit. Fonescan™ is easily installed at any location or venue—it simply requires a power connection. The unit communicates with Trinity's web portal using a GPRS connection.



For more information on our mobile membership schemes or any of our other mobile marketing solutions, please call 0207 520 9296, e-mail sales@trinitymobile.co.uk or visit us at www.trinitymobile.co.uk



a mobile membership scheme in action...

