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# Game on for digital vouchers at PayPoint

**Welwyn Garden City, 2 October 2014:** PayPoint is expanding its range of payment schemes to attract new customers into stores with the introduction of a new collection of digital vouchers for some of the world's most popular electronic games. With these new schemes, customers will be able to pay cash at a PayPoint terminal for a code which they can use online.

The first games, which will be available at PayPoint stores from early October, are:

- Sony PlayStation
- Nintendo
- Bin Weevils

Announcing the launch, **Andrew Goddard, Retail Director of PayPoint UK & Ireland**, said: "eVouchers are a really convenient way for players and gift buyers to pay in cash for a product that has seen an increasing number of consumers stream content directly to their gaming console, using card payments. And they're also a really simple and convenient way to buy entertainment for a family member or friend without having to know which games they most like to play.

"For parents, there's the added advantage that they can control their children's spending on the games – and avoid a nasty surprise when they receive their statement – as they no longer have to register their own credit card for their child to purchase credit or points to download digital entertainment.

"Adding gaming eVouchers embodies our retail brand proposition of 'Pick up more from your local store' and is yet another reason why customers – old and new – will come into shops with PayPoint as they choose to go to those stores to buy other items at the same time as buying their gaming vouchers.

"We're delighted to be partnering with digital voucher pioneer InComm to make eVouchers available through PayPoint and will be adding further entertainment brands to our digital voucher category over the coming months."

## ***Online and in-store marketing campaign***

PayPoint is supporting the launch with a comprehensive multimedia marketing campaign to raise awareness and understanding among customers that eVouchers are a simple way to pay in cash for digital entertainment at their local store. Selected retailers will be sent posters, wobblers, tent cards and bunting while digital activity will include online advertising, social media and a viral video.

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## **ABOUT PAYPOINT**

[PayPoint](#) is an international leader in payment technologies, its solutions transforming payments for everyone from consumer and financial services companies to retailers, utilities, media, e-commerce, gaming and government clients.

PayPoint delivers payments and services by taking the complexity of multi-channel payments and translating it into convenient, simple, value-added solutions. It handles over £14 billion from 775 million transactions annually for more than 6,000 clients and merchants.

With the backing of 24/7 operations centres with dual site processing, PayPoint is widely recognised for its leadership in payment systems, smart technology and service.

## **Retail networks**

The [PayPoint retail network](#) across the UK numbers over 27,200 local shops (including Co-op, Spar, McColls, Costcutter, Sainsbury's Local, Tesco Express, One Stop, Asda, Londis and thousands of independents), where it processes energy meter pre-payments, bill payments, benefit payments, mobile phone top-ups, transport tickets, BBC TV licences, cash withdrawals and a range of other transactions. In Romania, the retail network numbers over 8,500 terminals in local shops, helping people to make cash bill payments, money transfers, road tax payments and mobile phone top-ups. In the Republic of Ireland, over 500 terminals in shops and credit unions process mobile top-ups and bill payments.

[Collect+](#), a joint venture with Yodel, provides a parcel drop-off and pick-up service at more than 5,500 PayPoint retailers. PayPoint's ATM network numbers more than 3,600 'LINK' branded machines across the UK, and 9,100 PayPoint terminals enable retailers to accept credit and debit cards.

## **Mobile and Online**

[PayPoint Mobile and Online](#) (formerly trading as PayPoint.net, PayByPhone and Adaptis) handles over 135 million payments for parking, payments and consumer services. In major cities in the UK, Canada, USA, France, Switzerland and Australia, its parking solutions make it easy for people to pay for parking by mobile, as well as providing electronic parking permits, automatic number plate recognition systems for car parks and penalty charge notices.

PayPoint's core online payments platform is linked to 16 major acquiring banks in the UK, Europe and North America, delivering secure credit and debit card payments for over 5,100 online merchants. Its suite of products ranges from transaction gateway to a bureau service, in addition to value-added services such as FraudGuard, an advanced service that mitigates the risk of fraud in card not present transactions.

## **ABOUT INCOMM**

nComm is a leading provider of cutting-edge prepaid products, services and transaction technologies to retailers, brands and consumers. InComm supports more than 400,000 points of distribution and helps retailers build prepaid card destinations, connects brands with new markets and gives consumers a simple, secure shopping experience. InComm stays ahead of emerging trends by analysing market needs and leveraging its global, innovative commerce platform, go-to-market expertise and extensive partner relationships. With 123 global patents, InComm is headquartered in Atlanta and has offices in North and South America, Europe and the Asia-Pacific

region. For more information, visit <http://www.incomm.com> or follow us on Twitter at [www.twitter.com/incomm](http://www.twitter.com/incomm).