



Advanced Card Systems Ltd.
Card & Reader Technologies



ACR1222U-J4

FeliCa Web-To Reader

Product Presentation





Rundown

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Product Overview

ACR1222U-J4 FeliCa Web-To Reader

The ACR1222U-J4 FeliCa Web-To Reader is a Li-ion battery-powered standalone device that sends customizable URL link to mobile FeliCa devices.

Specifically designed to cater to the widely patronized Mobile FeliCa market in Japan, ACR1222U-J4 allows commercial establishments to leverage mobile marketing on a whole new level.





Mobile Phone Market in Japan

Mobile Phone Market in Japan

- In 2004, a modification of the FeliCa technology was introduced: **Mobile FeliCa**.
- Through an embedded **FeliCa chip** and **antenna** in **mobile phones**, Mobile FeliCa enables phones to interact with contactless devices and act as a contactless card.
- The market of Mobile FeliCa dominated Japan and the mobile phone functionality evolved:



Traditional Mobile Phone

Voice Call and SMS

Mobile Wallet

Payment in retail stores
and transportation

Marketing Media

Means for receiving
promotional materials



Product Features





What are the Key Features of ACR1222U-J4?



Embedded Application

Sends customizable URLs to detected FeliCa phones

Lithium-ion Battery-operated

Contactless Interface

Intelligent devices with Mobile FeliCa v 1.0 and 2.0

Built-in Peripherals

2 LEDs
Buzzer

Li-ion rechargeable battery
3T2P switch for URL1/OFF/URL2
Mini USB Socket and USB Adaptor

Device Firmware Upgradeable via USB Interface

Certifications/Compliance

CE, FCC, VCCI, RoHS



Product Application



Smart Posters and Direct Promotion

Smart Posters

- **Multi-media posters** in populated areas such as bus stations are embedded with Web-To Readers.
- Each Web-To Reader contains **marketing/promotional information** (e.g. website link, product info, discount coupons).
- Consumers simply **tap the phone** on the Web-To Readers to get information.

Direct Promotion

- The Web-To Readers' small, light and compact size, allow them to be worn by promoters to approach consumers.
- ACR1222U-J4 is **battery-powered** and can operate in **standalone** mode to send the marketing/promotional information to FeliCa Mobile phones.



**Embedded
Web-To Readers**



Functionality

- When a **Mobile FeliCa** phone taps on the **Web-To Reader**, a preloaded **customized URL** will be sent from the reader to the phone.



Further Information

Investor Relations | Online Store | Careers | Sitemap | FAQs | 日本語 | 中文

acs **Advanced Card Systems Ltd.**
Card & Reader Technologies

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Bring contactless technology into your business.

Contactless Readers

ACR122U NFC Contactless Smart Card Reader

ACS readers are now supporting Android OS 3.1 (Honeycomb) and higher versions. Download the ACS Android Library and start developing your Android apps with ACS Readers!

The ACR38U PocketMate is a sleek USB token that transforms into a full-sized smart card reader with a single swivel motion!

ACR880, an upgraded version of ACR88U. Features an LCD display, PIN-pad, dual smart card slots and 3 SAM card slots, running on a 32Bit RISC Processor.

Press Releases

August 10, 2012
ACS reports 45% increase in sales for first half year of 2012.

August 06, 2012
ACS To Launch ACR123 Contactless Payment Terminal

July 27, 2012
ACS Smart Card Readers Now Supporting Android OS

Read more press releases

Contact ACS

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Product Value





What are the Key Benefits of ACR1222U-J4?

Advanced Solution

ACR1222U-J4 provides an advanced solution in a fast-paced and modern environment. It enables the use of more enticing content through rich media (e.g. images and animations in websites) that cannot be utilized in traditional direct mobile messaging.

Field Upgradability

ACR1222U-J4 allows URL or other data extremely easy to adapt to the user's special needs, such as having the information dynamic and updated on a regular basis.

Eco-Friendly

Traditional marketing materials such as paper brochures/leaflets are replaced with electronic content.

Extended Web-To Functionality

ACR1222U-J4 can send out both URLs and coupons to mobile phones, increasing the potential for mobile marketing by a company.

User-Friendly

Retrieving information from Web-To Readers is simple, requiring only a simple tap from the end user's mobile phone.



Successful Business Case



Smart Posters and Direct Promotion

- ACS has supplied over **30,000 units** of Web-To Readers to **Japan**.
- The Web-To Readers were used in **website marketing campaigns** of a website providing **beauty, skincare, and health information for women**.
- The campaign successfully attracted **3 million new subscribers**, adding an **extra 20% to a customer base** of 15 million.
- The company recognized the advantages and convenience brought by ACS's Web-To Readers in reaching potential subscribers within a short period of time.
- ACS will be supplying an additional **100,000 units of Web-To Readers in Japan** in the coming **2 years**.





Thank You!!!!



More information on:

http://www.acs.com.hk/index.php?pid=product&prod_sections=0&id=ACR1222U-J4