



Intersec to power Weve's geolocation service

Paris – September 19th, 2013 – [Intersec](#), a leading innovative service platform provider for mobile and integrated operators, has been chosen by [Weve](#), to provide its geolocation services to power the company's mobile marketing offering.

The [IGLOO](#) solution was selected due to its ability to handle both passive and active location-based services within the Weve platform. A further significant factor was IGLOO's ability to efficiently handle the amount of data generated by tens of millions of opted-in subscribers with limited hardware infrastructure.

The Weve deployment of IGLOO was carried out over a three month period in three phases beginning with O2, adding EE and then completing with Vodafone - giving a collective addressable base of 17 million opt-in customers.

Intersec's [IGLOO](#) Geolocator solution works in association with the main [Weve](#) platform connected by a gateway, to provide access to the opted-in combined subscriber base. IGLOO collects metadata from the network in real-time to allow subscribers to receive location-based special promotions or offers based on the consumer's own stated preferences and the specified audience of the advertiser.

Yann Chevalier, CEO of [Intersec](#) added: "We are of course delighted that our technology has been chosen for this highly prestigious and industry defining initiative by Weve. We are experiencing an unprecedented interest in our geolocation service, which is already delivering exciting and lucrative new revenue streams to mobile operators around the globe. We look forward to working with Weve to make this UK initiative an outstanding success to inspire other operators."

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About Intersec

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About Weve

www.Weve.com @Weveuk

Weve is a new focal point for a whole new set of experiences and ideas in mobile marketing and advertising, payments and transactions, loyalty and coupons. The company has taken these services, and the combined base of its shareholders' customers to develop a unified marketing service combined with a true mobile wallet which will be available to businesses in the UK with a single point of contact and a single point of technical integration. This is all underpinned with some of the most intelligent data analytics available in the UK. The company is a JV between the three largest MNOs of Vodafone, O2 and EE.