Shopping Gets a Mobile Make-Over with Portaltech's 'StripeyLines' iPhone Application

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...unique iPhone application that allows shoppers to build wish lists, find reviews and buy online...

London, 3 December 2009: Portaltech, one of the UK's leading eCommerce consulting and development specialists, today launched a new iPhone application. Called StripeyLines, the application is unique to the market as it not only allows shoppers to swipe the barcode on goods they are considering for a price comparison but also saves these goods and profiles as a wish list on the StripeyLines website (http://stripeylines.com) for later research and evaluation.

For retailers and shoppers alike StripeyLines can be customised to provide a number of useful features: In the run-up to Christmas or during sale events it could be used to allow visitors to affiliated retail stores to touch and feel products while on the shop floor then use their iPhone to scan the barcode of their desired products and collect them later at a "customer collection point", or scan them and add them to online wish lists. Alternatively, in-store, or later over a coffee, shoppers can review what they've scanned to make an informed decision and perform further research before purchasing the items from their iPhone or desktop PC.

StripeyLines search allows consumers to scan any standard product barcode to gain access to generic images and details – via either the retailer's adapted version of their catalogue or through look-up search engines such as Amazon, eBay, iTunes and Google. The shopper can choose to carry out a number of different actions on a scanned item. For example, StripeyLines allows shoppers to search for the item on Tesco.com and add it to their online Tesco's Grocery account shopping basket.

Numerous actions are in the pipeline for StripeyLines, including weight management. Having scanned a product the user plans to eat or drink, the application will update how much the nutritional value of that product contributes to their daily allowance and calculates the number of calories they have remaining.

Retailer specific barcodes (the shorter 8 digit barcodes found on own brands) are being added to the StripeyLines search as retailers make them available. The first retailer to provide this data is Iceland Foods with data also being made available from Tesco through its TJAM initiative.

For retailers that want to make the most of the mobile commerce revolution without developing their own iPhone application, StripeyLines will enable them to develop simple plug-ins that are beamed to shoppers' iPhones and highlight certain lines and promotions when related items are scanned.

Following the launch in July 2007, sales of the iPhone and iPod Touch had reached 43 million units globally in 81 countries by April 2009, with over 35,000 applications hosted in the Apple store. Recently 30,000 iPhones were sold in the UK on the Orange network on the first day of sale (10 November 2009 [source: Orange]).

"iPhone users are early adopters, technology savvy and are eager to embrace new lifestyle options and

services," explained Paul Tough, CTO of Portaltech. "They access the internet to look up specific information online more than any other smartphone users, and there are a lot of them. As such, with the rapid consumer adoption of the iPhone, retailers have been encouraged to consider mobile-enabled commerce and the opportunities that it can offer.

"Our StripeyLines iPhone application changes the face of shopping for consumers and makes it possible for retailers to deliver enhanced mobile shopping services in store to implement a true multichannel strategy with minimal development and investment. What we have developed is an application built from the ground up to be totally extensible and to provide third-party retailers and solution providers with an interface to plug-in additional functionality such as a new range of enhanced services: the offer of home delivery, the delivery of digital promotions and an extension of 'self-checkout' – all of which evoke brand value and establish retailer differentiation. As it's a plug-in extension to their existing web technology, retailers don't have to learn about a new technology and they can update and disseminate information in a true multi-channel environment, enabling them to merge the online and in-store experience so it is seamless and convenient."

With StripeyLines, retailers can now integrate their stores with a product show room on an iPhone where shoppers can 'touch and feel' items and use capture/scan technology to deliver enhanced product data, access the website, create wish lists, receive recommendations, and cross sell suggestions - limited only by the retailer's vision.

The StripeyLines application is available to download for free from the iTunes or Apple stores at: www.apple.com. StripeyLines is also compatible with the iPod Touch, however users will need to type in the barcode number in the absence of the built-in camera available as standard on the iPhone.

About Portaltech

Portaltech is a business and technology consultancy that focuses on the design, implementation, integration and support of eCommerce solutions. It works with its customers to gain a deep understanding of their market space and business challenges so that it can develop transactional applications and web sites that deliver real business benefits. Portaltech measures its success through the delivery of an on-time, on-budget solution and on the increased revenues and cost savings that these solutions generate.

As an eBusiness consultancy with unique cross sector experience gained in online and multi channel environments Portaltech's proposition is unrivalled in the UK. It works on business and technology initiatives for a range of leading brands and companies both large and small, such as The Body Shop, Long Tall Sally, The Royal Mail, Premier Farnell, Sony and Vodafone.

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