

Isis, Jamba Juice Offering Free Drinks to Lure Mobile Wallet Users

Ben Munson

SAN JOSE - Isis and Jamba Juice have announced a tasty partnership to jumpstart usage of Isis's NFC Mobile Wallet: one million free smoothies.

"Jamba Juice is committed to supporting new and existing customers in an ultra-mobile retail world," Jamba Juice CEO James White said in a statement. "To that end, we're rolling out NFC terminals with Isis' proprietary SmartTap technology at Jamba Juice locations nationwide."

The giveaway coordinates with the national launch of Isis Mobile Wallet later this year. Isis, a joint mobile payment venture for AT&T, Verizon and T-Mobile US, requires an NFC-enabled phone and an upgraded SIM card from the individual carriers.

Both White and Isis CEO Michael Abbott will be on the Mobile Commerce Panel today at MobileCon in San Jose, Calif.

Source URL (retrieved on 01/29/2015 - 7:24pm):

<http://www.wirelessweek.com/news/2013/10/isis-jamba-juice-offering-free-drinks-lure-mobile-wallet-users>