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Mobile Coupons Interest More Merchants

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In an article in DMNews, Dianna Dilworth reports on [JCPenney's pilot program for mobile coupons](#) in the Houston area. Using the coupons presented on their mobile phones, consumers earn discounts on purchases. For its program, JCPenney is using San Jose-based [Cellfire](#) to manage the mobile coupon efforts. Cellfire claims they are seeing redemption rates of 10% to 20% for mobile coupons - resulting from much better targeting of offers as compared to traditional paper coupons.

Dilworth also reports that Starbucks is using 2D bar code as well with its new [Starbucks Card Mobile iPhone application](#) now in pilot. She says that Starbucks is using technology from [Codilink](#) to read the 2D bar codes generated by the application on the iPhone.

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ISSN 1556-4487

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