



Point of Purchase

Credit Card Rewards Change — Forever

Are you happy with your branded credit cards? Do your Discover, American Express, or branded Visa and MasterCard give you bang for your buck? When you finish reading this column, your opinion of your current cards will likely change forever.

Dynamics, Inc. has developed the most beneficial credit card rewards system to hit the market. Not only that, but you get instant rewards — and we do mean instant — from some of the hottest brands around. This might be the biggest consumer technology hit of the year. The Consumer Electronics Association chose thought so, giving Dynamics Inc.'s ePlate system its Best in Show for Personal Electronics and Technology.

"A typical rewards system takes 30 days to get your points," Dynamics Inc. CEO and ePlate mastermind Jeff Mullen said. "With Dynamics, we provide the reward within a half-second of making your purchase. So before you even put your card back into your pocket, you get your reward."

What kinds of rewards are we talking about? That depends on you, which is the first killer feature. The second is that rewards among the more than 50 participating companies (including Innovation & Technology Today) average 1%, a five-fold increase over typical card rewards. Some go much higher. The



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companies cover a variety of product and service categories; even authors and artists are involved.

Here's how it works:

You sign up for an ePlate rewards card, then you select one of the companies for your rewards. When you exceed certain spending points, you receive specific rewards (both set by the branding partner). You can switch out your designated brand every 3 years, 3 months ... or every day.

"At any time, anyone can go online, on their phone or computer, and change the underlying rewards system on their card," Mullen said. "On Monday, they could get cash back. On Tuesday, they could be earning miles. On Wednesday, they could be earning exclusive items from their favorite brands. On Thursday, they could be donating to charity."

"When you allow customers to select different rewards systems, our partners get a customer acquisition value out of that, and they offer additional rewards. For example, Skip Barber Racing School is one of our higher rewards. For every \$2,500 that you spend, you earn one FormulaOne racing lesson. That's a 28% reward. If you were going to match that with your AmEx or Discover card, you'd have to spend \$70,000."

Innovation & Technology Today's rewards exemplify the versatility of the ePlate card. The #6 Most Used reward on the ePlate system (as of November, 2013), *IFT Today* offers an iPad for \$20,000 spent on the ePlate card, along with magazine subscriptions with your first card purchase, and tickets to the MacWorld/World convention in San Francisco for subsequent uses — plus sweepstakes entries.

ePlate offers participating brands and customers a very tangible alternative to traditional bank-issued cards — a move the banks cannot counter. "Because there's just one reward system on their cards, banks can only choose brands they know will exist for the next 30 years," Mullen said. "They can't make an investment and put marketing dollars behind a credit card if people lose interest in that brand."

"We don't have that issue. We can go after more in-the-moment, emotionally charged brands. We can also partner with individuals."