

December 13, 2013



## **SpotPay Mobile Payments Solution Featured in the WIRED Store in New York City**

Located in Meatpacking District at 353 West 14<sup>TH</sup> Street, experiential pop-up celebrates the hottest in holiday gifting

BROOKFIELD, Wis.--(BUSINESS WIRE)-- This holiday season, WIRED, a Condé Nast brand, is bringing a unique retail experience to New York City. The highly anticipated annual WIRED Store features SpotPay™, a mobile payments solution for small businesses to accept card payments, in addition to the hottest electronics, rare objects d' art, apparel and accessories, musical instruments, kitchen gadgets, adventure gear, and much more. Located in the heart of the Meatpacking District, at 353 West 14th Street, the Store will run from December 4<sup>th</sup> through December 22<sup>nd</sup>, on Tuesday-Sunday from 12 p.m. to 8 p.m.

In its 9<sup>th</sup> year, WIRED will create the most memorable, interactive experience yet, with its theme, "Check It Out," inviting trend-setting consumers to touch, torque, twist and test the exclusive goods in the Store.

SpotPay from Fiserv is an anywhere, anytime mobile payments solution for small businesses that facilitates card acceptance of payments from a smartphone or tablet, providing fast, secure access to funds. In the WIRED Store, not only will consumers be able to see SpotPay in action, but also be able to sign up to use the solution for their small business. Consumers can also view the solution on the WIRED Store website at <http://store.wired.com/product?id=290>.

"We're proud to be participating in the WIRED pop-up store," said Rahul Gupta, group president, Digital Payment Solutions, Fiserv. "Being a part of the WIRED Store is a unique opportunity and we're excited to bring SpotPay to techies who love the magazine and non-techies who are curious about the store."

SpotPay and the larger collection will also be available for purchase on WIRED's Online Store, featuring comprehensive product details, images, how-to videos and purchase options.

"This year, the WIRED Store is more than a display of latest trends in technology and design," said WIRED VP and Publisher Howard Mittman. "The social retail experience serves as a vehicle for interaction and engagement with consumers and influencers, creating an opportunity for sponsors to amplify their brand with a powerful consumer."

For more information on the 2013 WIRED Store, including a full list of products and events, please visit <http://store.wired.com/>. Follow on Twitter @WIREDInsider and #WIREDSTORE.

## **About WIRED**

WIRED makes sense of a world in constant transformation. We tell an ongoing adventure story—the invention of the future. The WIRED conversation illuminates how technology is changing every aspect of our lives—from culture to business, science to design. The breakthroughs and innovations that we cover lead to new ways of thinking, new connections, and new industries. We introduce you to the people, companies, and ideas that matter. WIRED reaches more than 30 million people each month through WIRED.com, our tablet edition, the magazine, social media, and live events.

## **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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Source: Fiserv, Inc.