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## Media Release

For Immediate Release

### **Wellington Drive announces exclusive collaboration with iProximity, an Australian based digital marketing solutions company.**

Wellington Drive Technologies is pleased to announce an exclusive partnership with iProximity, an innovative proximity marketing solutions and consumer intelligence company.

Wellington's CEO, Greg Allen said; "Following substantial interest from Wellington's SCS™ customers for solutions that help them engage with consumers, Wellington undertook a global search for an enterprise capable beacon management provider with advanced digital marketing expertise, choosing iProximity as the best platform available. This new partnership will be focused on producing our new '*Smarter Cooler*' platform by adding iProximity's powerful contextual marketing technology to our SCS Connect System, giving our customers the ability to move from simple consumer activation to true consumer engagement.

Commercial refrigeration systems fitted with Wellington Drive's SCS™ Connect refrigeration controller already lead the way in smart cooler technology. The *Smarter Cooler* concept combines Wellington's SCS™ Connect System with iProximity's, iPx™ beacon management platform and other micro-location, contextual digital marketing technology to engage and interact with customers at their point of purchase in front of the cooler.

David Burden, a founder of iProximity, commented, "Together, we can support Wellington's customers with smarter cooling systems technology that helps them engage with the consumers, communicate their brand message, and sell more food and beverage product."

The *Smarter Cooler's* management system is cloud-based; allowing for the simple management of proximity based marketing campaigns on globally deployed coolers. Selected examples of what a Wellington and iProximity Smarter Cooler platform can offer are:

- Waking a consumer's phone with a branded message in store with an SCS™ enabled *Smarter Cooler*
- Delivering contextual, personalised promotions based on consumer purchasing habits
- Delivering partnering opportunities by engaging with retail partner Apps
- Driving messages to digital signage based on who is standing close by
- Building real-time data insights on consumer actions
- Understanding marketing campaign attribution with complete end to end analysis
- Engaging consumers with personalised and relevant offers driving brand engagement.

Wellington and iProximity are presently demonstrating the *Smarter Cooler* technology internationally to several prospective clients and expect to commence customer trials in 2017.



**About Wellington Drive Technologies:** Wellington Drive Technologies is a leading global provider of energy efficient electronic motors, airflows solutions and ‘Cloud Connected’ refrigeration control solutions for the commercial refrigeration markets. It serves some of the world’s leading food and beverage brands and refrigerator manufacturers with advanced products that reduce their costs, reduce energy consumption, and improve product sales. Wellington is headquartered in Auckland, New Zealand, listed on the New Zealand stock exchange under the ticker symbol NZ:WDT

**About iProximity:** iProximity delivers location intelligence through technology, platforms and software that connects digital information with physical spaces. Founded in 2013 by successful tech entrepreneurs David Burden & Rohan Lean, iProximity has developed the iPX™ cloud based IoT management platform and products that include Mobile Coupon Factory, HelloLocal, ScreenSmarts and an IoT smart Hub – the iPR™. Based in Melbourne Australia, iProximity services a growing global customer base.

For further information visit [www.wdtl.com](http://www.wdtl.com).

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