RocketBux captures award at Wireless Innovations 2008

by Bend_Weekly_News_Sources

BEND, Ore. -- Wireless start-up company RocketBux was voted one of the top presenting companies at the 2008 Dow Jones Wireless Innovations Conference in Redwood City, California, the company announced this week. RocketBux provides mobile phone text message advertising triggered from a credit card swipe.

The Dow Jones Wireless Innovations Conference was held April 21-22 to spotlight the 80 best emerging mobile technology companies. RocketBux was named one of the top companies by attendees and expert panelists, chosen through a combination of audience voting through text-messaging, popularity of the presentations as judged by the number of attendees in each session, and voting by the expert panel of VCs.

â€œThe linking of credit cards to mobile phones for rewards and offers is an idea whose time has come,â€• says Fred Boos, President of RocketBux. â€œBoth credit card issuers and consumers understand the value of the concept, and thatâ€™s what makes RocketBuxâ€™s business model so attractive.â€•

In late 2007, RocketBux successfully implemented the first public use of the barcode on the mobile phone redeemed at a standard point-of-sale terminal. The companyâ€™s patent-pending RocketEngine product enables credit card and gift card issuers to now deliver targeted offers or messages, including barcodes, to cardholdersâ€™ mobile phones immediately after the card is swiped at retail. RocketBux is the only solution in North America that delivers a mobile barcode that is scannable using retail barcode scanners.

â€œWeâ€™re really focused on executing our RocketEngine strategy at the moment. The linking of the credit card transaction to the phone has a very promising future with vast revenue-generating possibilities,â€• adds Walt Granville, RocketBux Vice President.

About RocketBux

RocketBux, Inc. provides a new way for consumers to receive preference, time and location relevant offers to their phone. RocketBux has patents pending for location-based messaging via point-of-sale and dynamic, unique barcode delivery. The company is based in Bend, Oregon with offices in Palo Alto, California, Richmond, Virginia and Eugene, Oregon.

RocketBux captures award at Wireless Innovations 2008 by Bend_Weekly_News_Sources