



## Givex Gift Cards Certified with Omniterm

**Jan 26 2010 (Toronto, ON)** – Omniterm Data Technology Ltd, an industry leading Point-of-Sale solutions company dedicated to the cinema industry for the past 30 years, and Givex, a global provider of closed loop card technologies including gift, loyalty and other stored value programs, announced today the successful integration of Givex gift card technology to Omniterm POS.

Designed with the needs of the cinema industry in mind, Omniterm POS solutions integrate box office and concession functionality, increasing efficiency and management effectiveness for both single-site venues and multi-site operations.

“A gift of movie tickets presents many potential pitfalls,” says Brittain Brown, VP Marketing and Product Management, Givex. “The giver risks picking a movie or time that clashes with the recipient’s preferences. A gift card however, allows the recipient to choose for themselves.”

“A customer can choose from many cinemas to watch a movie,” says Darrin Lewis, Director of Sales, Omniterm. “But a gift card is a powerful recommendation. Like a venue’s facilities, architecture and design, it serves as a great differentiator. Retailers and restaurants have already seen such benefits for a while now.”

In addition to gift cards, Givex also provides other solutions for all aspects of a merchant’s business including: loyalty cards, e-gift certificates, frequency cards, return cards, employee incentives, expense accounts, promotional cards and coupons.

### About Givex

Givex is known for innovative stored-value technology that has driven customer acquisition and retention programs for clients in 35 countries since 1999. Givex provides a broad range of profit enhancing processes that seamlessly integrate gift cards, loyalty engines, e-coupons and targeted email campaigns. This innovation is also backed up by years of experience and the relentless pursuit of excellence that defines our technology and client support. Find out more at [www.givex.com](http://www.givex.com)

### About Omniterm

Omniterm is a provider of automated ticketing and concession POS software and hardware solutions. They have been in the business dedicated to the cinema market since 1978. Their software suite includes box office ticketing, concessions, kiosks, enterprise management, loyalty, internet ticketing, gift cards and digital signage. They offer a turn-key solution that incorporates consultation, software development, hardware integration, project management, installation, training and support. Find out more at [www.omniterm.com](http://www.omniterm.com)

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