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## **MACY'S ENHANCES MOBILE CONSUMER ENGAGEMENT WITH THE LAUNCH OF NantMobile ID™ VISUAL RECOGNITION TECHNOLOGY**

*Macy's leverages iD visual recognition technology from NantMobile to redefine the holiday shopping experience nationwide*

**New York, NY – November XX, 2013** – *See it, scan it, shop it*, will be the mantra of tech-savvy mobile customers this holiday season at Macy's with the upcoming integration of NantMobiles' iD visual recognition technology. The new Macy's Star Gifts app powered by iD, empowers mobile shoppers everywhere to leverage visual recognition technology to purchase items from Macy's Star Gifts assortment while on the go. Whether they scan it from a catalog, magazine ad or even an outdoor billboard, Macy's comes to the shopper by granting mobile access to product information, gift giving assistance and much more, all while on the go on.

"Visual recognition technology is the next evolution of our mobile strategy, leveraging Macy's omnichannel capabilities to be everywhere our customers are in order to enhance their shopping experiences on the go," said Martine Reardon, Macy's chief marketing officer. "This new application of technology will assist us in delivering helpful and relevant content to mobile shoppers while at the same time providing them with the opportunity to get their holiday shopping done with ease."

Available for free on iTunes and Google Play, Macy's Star Gift app will be used to deliver content that will help inspire, entertain and assist in the creation and fine-tuning of holiday gift lists. From product videos to gift ideas and holiday gift giving advice from lifestyle expert Clinton Kelly, the content will vary across product categories. In addition to this helpful information, users will be able to shop directly from the app for the must-have Macy's Star gift items of the season.

"Our next generation visual recognition technology will layer a virtual world of consumer engagement over the physical, creating millions of new consumer connections for Macy's," said Dr. Patrick Soon-Shiong, Founder and CEO of NantMobile. "Macy's app marks a revolutionary initiative to offer consumers the full shopping experience, without having to disrupt hectic holiday schedules to visit a material storefront. Macy's are at the forefront of a retail revolution. They recognize that for their consumers, this technology offers simplicity and convenience; and for themselves, a myriad of new opportunities to interact with their target audiences and drive revenue."

Consumers who download the Macy's Star Gifts app will have their first opportunity to engage with the added virtual content with the launch of the Macy's Star Gifts catalog in early-November. With the app open, shoppers will just need to point their device at any page in the catalog featuring a Star Gift and tap the screen to see the enhanced information. For a limited time, through November 17, 2013, shoppers can also scan the first page of the Star Gifts catalog to receive a \$10 Macy's mobile Gift Code\* to kick start their holiday gift shopping.

Throughout the holiday season, visual recognition technology will be available on Macy's gift advertising found in public spaces such as subway stations, digital billboards, bus shelters, windowscapes and magazines, in addition to in-store signage and additional catalogs. This marks a first-of its kind use of iD's visual recognition technology to deliver a seamless experience across national catalogs, print and outdoor advertising.

Set to complement Macy's already compelling stand-alone app, mobile enhanced online store at [macys.com](http://macys.com), as well as numerous mobile rewards and advertising partnerships; Macy's is once again at the forefront of mobile enhanced shopping that will cater to the growing tech-savvy consumer segment. With the addition of Macy's Star Gifts app powered by iD, Macy's has launched the next generation of express gifting on the go.

\*Open to residents of the 50 United States and (& D.C) only. Cannot be redeemed for cash (except as required by law) or applied as payment or credit to any credit card account. One Digital Gift Code per person. Digital Gift Code expires on 12/17/13. Msg. & Data rates may apply. Ends 11/17/13. Digital Gift Codes may be used to purchase merchandise at any Macy's store or online at [macys.com](http://macys.com) (US only), but may not be redeemed for cash, used to purchase Macy's gift cards/certificates, applied to a credit card account or use in conjunction with any other discount or promotion. Digital Gift Code is not replaceable if lost or stolen.

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#### **About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at [macys.com](http://macys.com). Via its stores, e-commerce site, mobile and social platforms, Macy's offers distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks<sup>®</sup> and the Macy's Thanksgiving Day Parade<sup>®</sup>, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 million each year to help make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom)