



December 25th, 2014

SIDO Reaches 150th Merchant Milestone in its First Year of Commercial Operation

With its quick start and new style of smart phone payment application

BNC K.K. (Office: Minato-ku, Tokyo CEO: Clarke Robertson, BNC) the provider of Secure ID Online (SIDO) payment & promotion services, has announced that SIDO has launched its 150th SIDO merchant on December 19th, 2014. Launching initially in Tokyo, SIDO began offering its payment and promotion solutions for retail stores to restaurants and bars in the Minato-ku section of Tokyo as of January 2014. Within a few months, SIDO spread throughout Tokyo reaching down to Kansai and as far north as Tohoku. Throughout 2014, SIDO continued to expand in geographic reach and merchant type: more recently SIDO was introduced in traditional Japanese “washoku” and “wagashi” restaurants and shops around Ginza and Tsukiji areas. SIDO is also available in fashion stores and medical clinics in Tokyo. SIDO aims to offer a convenient new lifestyle through our smartphone app and online services.

<Features Of SIDO>

1. Safe and Easy to Use

Once you register your credit card in SIDO, you do not need to carry around your credit cards. With SIDO you can complete your purchase safely with just your smartphone.

2. Earn SIDO Infinity Points

For every purchase you make with SIDO, you can earn Infinity points for 1% of your purchase amount. (1 point = 1 yen)

3. Meet our Unique Merchants

SIDO regularly holds SIDO Meet & Greet events at the Tokyo American Club as a way to introduce our unique merchant base to our users

Going into 2015, SIDO will be announcing many new initiatives and new service functionalities to further grow our community of SIDO merchants and customers.

What is SIDO?

It is a mobile wallet used for credit card payments at both SIDO participating stores and online stores. It includes a new way of managing ownership of personal data and payment information, in a world where fraud and identity theft are a daily reality.

About BNC K.K.:

BNC K.K. is a leading innovator of privacy technologies for e-commerce. BNC was founded by Clarke Robertson and Brian Nelson specializing in developing security and privacy solutions that meet business and consumer needs.
<http://www.bncholdings.net/>

<Contact Information>

BNC K. K.

Daisuke Fukutomi • Akina Okada

TEL: 03-3457-5990

URL : <https://www.sido.net/?lang=ja>

Facebook: <https://www.facebook.com/sidoapp>