**Introducing SWYP, the World’s First Smart Wallet**

*The ultra-thin metal card is the first wallet designed to understand what you want, when you want, making any payment smart, secure and simple*

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**Core news facts:**

* Today, [SWYP](http://www.swypcard.com) launches, introducing the world’s first smart wallet.
* SWYP is an ultra-thin metal card and smartphone app that combine all of your credit, debit, gift and loyalty cards, creating the easiest way to pay and organize your money.
* Additionally, SWYP is the first wallet designed to understand what you want, when you want, making any payment smart, secure and simple.
* SWYP is built for customers and business-friendly because it works anywhere a credit card or debit card is accepted, including current point of sale systems, ATMs and gas stations.
* Equipped with sophisticated algorithms and unique dynamic magnetic stripe technology, SWYP learns from your behaviors, patterns and surroundings to anticipate your purchase decisions, creating a customized SWYP.
* Rather than shuffle through multiple payment, gift or loyalty cards, SWYP predicts your personal schedule and automatically prioritizes specific cards during certain times of the day or week.
* Recent [data](http://business.time.com/2012/01/09/billions-wasted-do-gift-cards-make-sense-when-so-many-go-unused/) found roughly $2 billion of gift cards went unused in one year alone, showing many people often leave money on the table.
* SWYP can hold up to 25 cards encrypted in its embedded memory. The SWYP companion app (iOS and Android) can store and organize an unlimited number of payment, gift and loyalty cards, letting you easily swap them in and out of the SWYP card on-the-fly.
* SWYP means you can manage all of your money in one place all while using a magnetic stripe-based card like those commonly used today. From tracking receipts, to sharing and sending gift cards to other SWYP users, you can finally go beyond the card and gain immediate access, insight and control.
* Each card entered on SWYP is encrypted, fully protecting your personal financial information.
* SWYP only works within about six feet of your mobile device. Once SWYP is taken out of that range, the card automatically locks and can only be used after entering your personal PIN on the card.
* Within the SWYP app, you can select when your SWYP card locks when it is unused.
* SWYP also features a restaurant mode, which locks the payment option to one card, eliminating the risk of anyone else having access to your entire wallet.
* A limited number of SWYP are currently available for a special pre-order price of $49, starting today at [www.swypcard.com](http://www.swypcard.com).
* Once purchased, you will receive a referral link to share with your network. For each person you refer that purchases a SWYP, you will be credited $5, up to the original purchase price.
* Following the pre-order, SWYP has an estimated retail price of $99 MSRP.
* SWYP is expected to ship Fall 2015 to U.S. customers. Additionally, the iOS and Android apps will also be available by Fall 2015.
* For more information and images, please visit: [www.swypcard.com](http://www.swypcard.com)

**How SWYP works**

* To get started, create an account at [www.swypcard.com](http://www.swypcard.com) to verify your card and identity.
* Download the SWYP iOS or Android app and enter your account name and password.
* With the SWYP app, SWYP will automatically connect to your mobile device via Bluetooth.
* Select your SWYP PIN – once your phone is out of range of your SWYP, you will need to enter your personal PIN to unlock the card.
* Begin adding cards by swiping them through the provided card reader dongle. Once a card is added to your SWYP, it is automatically saved.
* To use SWYP, simply use the three buttons on the front to select a card. Each SWYP comes with a rich, low-power screen on the front so you can see the card you’re using.
* SWYP can be used anywhere a credit card or debit card is accepted, including current point of sale systems, gas stations and the ATM.
* The SWYP battery will last up to two years and is rechargeable.
* SWYP will be available in slate grey and its current dimensions are the same as a normal credit or debit card.
* For more on how SWYP works, please visit the SWYP card [video demo](https://www.youtube.com/channel/UCxtCoGUBdtR9LPzrS3xbruQ?feature=em-share_video_user).

**Quote:**

Ashutosh Dhodapkar, founder and CEO, Qvivr, the maker of SWYP:

“If you think about it, a lot of money is left untouched in a cluttered wallet, saved in different places across a house or simply forgotten. Today’s technology is too advanced to have a dumb wallet. SWYP is the first wallet that learns and predicts what consumers want, without having to change consumer behavior or ask businesses to rip out their current systems. We designed SWYP to make managing money smart, secure and simple as well as help people avoid leaving money on the table.”

**About Qvivr**

Qvivr is the maker of SWYP, the world’s first smart wallet. Crafted by engineers with over 20 years of combined experience in hardware and big data, SWYP is the only wallet designed to understand what you want when you want, making any payment smart, secure and simple. Born in Silicon Valley in 2013, Qvivr is headquartered in Sunnyvale. To find out more, visit [www.swypcard.com](http://www.swypcard.com) or visit [@SwypCard](https://twitter.com/swypcard).

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