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MetaSepia, Inc. announces partnership on product development and testing at the world's first Bitcoin City™

MetaSepia, an Image and Data Management Blockchain for highly securitized offline mobile fintech networks, has been selected as a launch partner by Eligma, a mobile wallet payments and AI-enhanced retail shopping experience company

Palo Alto, CA, Jan 23, 2019

MetaSepia, Inc and **Eligma Ltd** announced today that they will partner on product development and testing at the world's first Bitcoin City™. Trademarked by Eligma and located in Slovenia's capital, Ljubljana, Bitcoin City™ currently enables instant payments with selected cryptocurrencies at more than 100 shopping mall stores. This is possible due to the use of Elipay, a mobile payment system developed by Eligma. **MetaSepia's** technology will enable secure proximity mobile payments, and encourage mobile consumers and merchants to use their favorite images for mobile transactions in retail. This will result in personalized transactions and thus in Interactive Customer Experience (ICX) at the mobile Point of Sale (POS), forming a merchant-customer loyalty bond via an ad hoc mobile Optical Trusted Transaction Environment (mobile P2P TTE).

MetaSepia also specializes in fixing the POS Endpoint security breach in QR-based payment systems. Consequently, it will provide a securitized merchant-customer bridge for bi-directional data communications, concurrent with the mobile financial transaction – a transformative industry security innovation that may contribute to the enhanced ICX of Elipay.

QR codes are inherently insecure one-way codes for offline mobile merchants. **MetaSepia** utilizes two-way, bi-directional data communications, enabling mutual authentication and security that facilitates the use of fiat and cryptocurrency at the in-store mobile merchant POS.

“**MetaSepia** technology offers the secure mobile transaction network necessary for high-value cryptocurrencies at the mobile POS, an important requirement for our enhanced customer shopping experience,” stated Dejan Roljic, CEO of **Eligma**.



Eligma/Elipay and MetaSepia are building something new

Eligma (eligma.com) develops smart shopping solutions and services for an AI-enhanced consumer experience. In this, AI is utilized to better understand the consumer’s shopping preferences and behaviors, providing comparable competitive suggestions, merchant marketing strategies, and other consumer-centric services.

Eligma raised \$10M in 2018 and is rapidly scaling its Elipay mobile payment solution, present nationwide in Slovenia, including its adoption by merchants at **Bitcoin City™** – a unique market technology testing [area](#) where cryptocurrencies are used for mobile purchases offline. Soon, however, the Elipay wallet app will enable both fiat and cryptocurrency transactions, enhancing the individual shopping experience. This will enable new merchant loyalty and marketing initiatives, and support their existing ones.

MetaSepia enables customers to use personalized images in place of industrial QR codes. This engages buyers with their purchases and facilitates personalized merchant communication initiatives. “We believe this kind of personalization leads to customer interactions with employees that result in repeat clientele,” said David Watkins, CEO of **MetaSepia**. “Pioneered by companies like Amazon and Facebook, personalization can increase customer engagement and build loyalty.” **MetaSepia** is currently in development and pre-product.

The **MetaSepia** solution will utilize serialized color pixels, possibly near-visible, embedded in the consumer and merchant image displays. Consumer personalized images create an emotional transaction opportunity for retailers aiming for a differentiated solution that encourages customer loyalty via a valued and personalized Interactive Customer Experience (ICX) at the merchant Point of Sale (POS).

Strong technology backed by blockchain security for non-repudiation

“With three issued utility patents, blockchain security hosting of user images and data, our first launch partner, and a supportive legal mandate, we believe we can dramatically enhance the in-store last foot mobile ICX while delivering novel security at the POS,” said Kerry Brown, founder and CTO of **MetaSepia** and cofounder/CTO of Vivotech, a developer of mobile NFC products. “The **MetaSepia** solution will work with existing QR-based mobile in-store retail transaction payment systems.”

MetaSepia is an image/data management blockchain for secure Mobile Fintech Transactions

This press release contains projections and other forward-looking statements regarding future events or our future financial performance. All statements other than present and historical facts and conditions contained in this release, including any statements regarding our future results of operations and financial positions, business strategy, plans and our objectives for future operations, are forward-looking statements (within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended). These statements are only predictions and reflect our current beliefs and expectations with respect to future events and are based on assumptions and subject to risk and uncertainties and subject to change at any time. We operate in a very competitive and rapidly changing environment. New risks emerge from time to time. Given these risks and uncertainties, you should not place undue reliance on these forward-looking statements. Actual events or results may differ materially from those contained in the projections or forward-looking statements. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: (i) the contraction or lack of growth of markets in which we compete and in which our products are sold (ii) unexpected increases in our expenses, including manufacturing expenses, (iii) our inability to adjust spending quickly enough to offset any unexpected revenue shortfall, (iv) delays or cancellations in spending by our customers, (v) unexpected average selling price reductions, (vi) the significant fluctuation to which our quarterly revenue and operating results are subject due to cyclicity in the wireless communications industry and transitions to new process technologies, (vii) our inability to anticipate the future market demands and future needs of our customers, (viii) our inability to achieve new design wins or for design wins to result in shipments of our products at levels and in the timeframes we currently expect, (ix) our inability to execute on strategic alliances, (x) the impact of natural disasters on our sourcing operations and supply chain, and (xi) other factors detailed in documents we file from time to time with the Securities and Exchange Commission. Forward-looking statements in this release are made pursuant to the safe harbor provisions contained in the Private Securities Litigation Reform Act of 1995.