

Introducing Hyper, a new era in personalised digital payments.

ECAL enhances its customer experience with fast and frictionless payments from the calendar.

ECAL, the world's leading direct to calendar marketing platform, are excited to announce a ground-breaking new addition to their sync-to-calendar technology, that allows users to make purchases directly from their calendar.

Introducing Hyper, a digital payments wallet and ID enrichment feature. It is designed to enable ECAL publishers and their merchants to deliver a hyper-personalised product offer to users at the right time, in their personal digital calendar, with a fast and frictionless checkout experience.

Consider a calendar entry for a football game of your favourite team, with a special offer presented five minutes prior to stream the game live on your mobile. Or a concert of your favourite artist, with a special offer for VIP tickets available 30 minutes prior to the general on-sale. All secured and paid for in just a few clicks directly from the calendar on your mobile. This is an exciting opportunity for ECAL and Hyper clients wanting to develop a better transactional experience for their customers.

Hyper delivers a personalised, timely and simplified purchase experience, empowering more customers to buy at the moments that matter. It is estimated that Hyper will work at up to double the normal purchase rate for clients currently using ECAL's sync-to-calendar technology.

Hyper is underpinned by an advanced Level 1 PCI DSS payment orchestration system. It provides merchants with an intuitive and customisable checkout widget, integrates with over 30+ payment gateways, handles multiple currencies, and facilitates a variety of payment methods including single payments, recurring and 'buy now pay later' options.

CEO of ECAL, Patrick Barrett, explains the importance of Hyper to the overall customer experience: "ECAL is obsessed with optimising the calendar experience for both our clients and customers. Hyper lets us play a definitive role in the complete customer journey, from initial interest on a client website, right through to successful purchase via a merchant partner, to ultimately streamline the path to purchase – which we find really, really exciting."

Whilst Hyper is a breakthrough for ECAL, Barrett hints at future opportunities beyond the calendar, saying "Hyper is a sophisticated digital payments wallet, and it provides a powerful solution for any enterprise business with the need to better orchestrate complex, multi-currency, multi-type payments."

The announcement closely follows the recent appointment of Silicon Valley based technology entrepreneur, Karen Orford, as ECAL's Global Head of Customer Success.

In what is yet another monumental achievement for parent company, HyperKu, the launch of Hyper wallet is indicative of HyperKu's principle of investing in technologies that simplify the overall consumer experience for the modern world.

Learn more about Hyper here: <https://hyperid.co/>

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About ECAL:

ECAL is world-leading direct to calendar marketing platform, used by 300+ major brands globally across sports, entertainment, media, ticketing and payments. Headquartered in Melbourne, with a presence in London, Los Angeles, Singapore, Manila, and Delhi, ECAL's smart and dynamic sync-to-calendar technology delivers important, hyper-personalised and actionable events to calendar, for better business outcomes.

For further information, please visit <https://ecal.com>

About HyperKu:

HyperKu (HyperKu Holdings) is a Singapore based enterprise and majority owner of ECAL, co-founded by Patrick Barrett and Remon Gazal. HyperKu is actively building a portfolio of ready to scale, enterprise platform businesses across a range of sectors including marketing, payments, media and events.

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