

## New SmartLogin® Makes Online Shopping, Buying More Convenient For Customers

*Dallas Cowboys say yes to the new technology*

**Fort Worth, Texas - December 9, 2009** - SmartLogin®, an e-commerce hybrid product bringing together technological and marketing breakthroughs, has been introduced to offer online shoppers instant access into their accounts with just one click from a desktop icon representing the business.

Smarticon Technologies LLC of Fort Worth, TX has developed the SmartLogin® one-click login technology, which is free for PC consumers to download and use. SmartLogin® will be available for MAC users in early 2010. The Dallas Cowboys NFL franchise has embraced the technology, as SmartLogin® is now available for the Cowboys Official Online Pro Shop at <http://shop.dallascowboys.com>. "We are thrilled that our fans will never have to remember their username and password or manually login again when they visit our Online Pro Shop," said Shannon Gross, Internet Manager of the Cowboys Online Pro Shop. "We are also excited that the fabled Cowboys star will be on the computer desktops of our customers day in and day out. We believe it is going to help increase sales," he added.

SmartLogin® acts as a front door that instantly logs customers into the favorite websites they buy from with just one click. It downloads for free in 20 seconds, and automatically places the retail, restaurant or service business' logo on the customer's desktop, web browser toolbar and Quick Launch task bar. Now the customer can click on the logo app on their desktop and they're automatically logged into their account where they can shop, place orders and track deliveries. It is a time saving convenience to customers, as they no longer have to manually login each time they go to the website.



It is also a marketing windfall for the business, as their logo is displayed on the customer's computer desktop 24/7. Smarticon technology officials are confident that this powerful advertising, branding and marketing exposure will result in increased online orders and more frequent repeat sales for their clients.

### Safe And Secure To Use

SmartLogin® offers full encryption technology and follows Payment Card Industry (PCI) standards and guidelines for enhanced security in online purchases. Retailers and service providers who process credit cards through their websites will readily welcome SmartLogin®, as it does not affect the client's PCI compliancy, says Kirk Godby, President and CEO of Smarticon Technologies. Godby said his company hired a Qualified Security Assessor (QSA) to ensure SmartLogin® was developed with and maintains the highest levels of security integrity.

### Business Model

Smarticon Technologies has made SmartLogin® available to both large and small businesses by offering flexible pricing structures and minimal start up fees. Payment terms can be based on the number of monthly icon installations, on a flat monthly fee, or in a pay per click arrangement. Godby said for smaller businesses the SmartLogin® service can be started for around \$500 - \$1,000 per month, and of course, more for high traffic websites. Godby also said that a campaign can be up and running in as fast as a day. Contact Smarticon Technologies, [www.smarticontechnologies.com](http://www.smarticontechnologies.com), (817) 224-2295.

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