**K6 Design Group**
**Unit 3 Dovecot Workshops**
**Barnsley Park**
**Cirencester**
**Gloucestershire**
**GL7 5EG**
**+44 (0)1285 740 400**
**www.k6.co.uk**

# Case Study                                    MyMemory | Card Payment

## Introduction

MyMemory Ltd is a leading supplier of digital memory products and accessories in Europe. MyMemory is based in Jersey, Channel Islands, and they also operate out of Taipei, Taiwan. The Jersey office maintains all logistical aspects of the company, whilst the Taipei office controls the manufacturing and distribution of MyMemory branded products. MyMemory have a diverse customer network of over 500,000 covering retailers, businesses, schools, and individuals. They plan to dramatically expand their network of customers with the introduction of dedicated digital memory vending machines throughout the UK and the rest of Europe.
'Changing consumer lifestyle habits, has led to a greater emphasis on convenience and increased demand for high capacity Flash Memory Products.' Traditional vending machines do not cater for high value products as they are coin operated; with flash memory cards ranging from (£4.99-£69.99) a Chip and PIN card payment solution is the natural evolution...

## Solution

K6 created a simple side module to house the Chip and PIN terminal along with the touch screen display, in a design using similar materials to the existing vending machine. Market Research identified the need for a product selector, for the following reasons:
- High Value Product
- Variety of products stocked
- 4000+ models on the market

The result is a technology that gives customers the confidence they are purchasing the correct memory card for their device. Developed in partnership with iweb the software allows selection in 3 straightforward steps. With increased airport restrictions and security levels, product placement meant access to the vending machine for maintenance & stock check would be minimal. K6 developed in conjunction with Vendpay, a remote telemetry reporting system that allows MyMemory to monitor machine use, stock levels and other important data.
A vinyl wrap completes the machine by visually joining the modular unit and vending machine together, giving a fantastic advertising opportunity for the brand to create visual interest.

## Product Variety

- Secure Digital (SD) Cards / SDHC
- Memory Stick Pro Duo
- Memory Stick Micro M2
- CompactFlash Cards
- MultiMedia Cards (MMC Mobile)
- USB Flash Drives
- Stereo Headphones
- Pre-charged, Rechargeable Batteries