



CoinFlip Solutions to Join Toshiba Global Commerce at NRF Big Show to Demonstrate Electronic Benefits for Retailers

Combined Technology enables retailers to deploy new capabilities and in-store experiences by applying health benefits, points, and savings as payments

PALO ALTO, Calif. January 11, 2019 – CoinFlip Solutions, Inc. (CoinFlip), an innovative electronic benefits payment platform, has announced that it will join Toshiba, a global market share leader in retail store technology, at NRF’s Big Show to demonstrate electronic benefits as payments for retailers at the point-of-sale, running on Toshiba’s TCx™ Elevate digital commerce platform. Toshiba’s TCx™ Elevate platform brings all consumer retail channels, touchpoints and apps together to create engaging customer experiences, improve productivity and increase profits for retailers. During [NRF 2019](#), the National Retail Federation’s Big Show, January 13-15, 2019 at Javits Convention Center in New York City, CoinFlip will provide software demonstrations at Toshiba’s booth #2437.

CoinFlip applies electronic health benefits, points, and coupons, as payments by linking health plans, points programs, and coupon programs to shopper loyalty cards, synchronously adjudicating and applying funds from numerous 3rd party programs upon check out.

Toshiba’s TCx™ Elevate digital commerce platform enables retailers to rapidly deploy new capabilities beyond front-end point-of-sale, to new and emerging touchpoints within and outside the store. These new capabilities enable retailers to deliver enriched shopping experiences, gather actionable insights and provide a frictionless checkout through products and services that are designed for retail.

“CoinFlip is highly differentiated from existing electronic benefit processors which require a secondary payment card to apply health benefits, disintermediating retailers from their consumers and requiring shoppers to carry a second card to receive benefits from their health plan”, stated CoinFlip CEO Bill Catania. “Delivery of CoinFlip’s capabilities through Toshiba Global Commerce’s TCx Elevate™ platform provides retailers with transparency and ownership of the consumer journey, fully integrating with their shopper marketing and omnichannel strategies.”

According to the CDC, diseases that are avoidable through preventive care services account for 75 percent of the nation’s healthcare spending, escalating the importance of nutrition benefit programs with health insurance providers, employers, and the US Government. CoinFlip’s solution bridges the technology gap required for nutrition benefit programs to be executed with grocery retailers, ultimately enabling nutrition benefit providers the utility to execute their preventive care strategy.

See the CoinFlip solution in action at the National Retail Federation (NRF) show January 13th – 15th at the Toshiba Global Commerce Solutions booth #2437. Retailers attending NRF’s Big Show are [invited to view a demo](#) of the CoinFlip solution by visiting the Toshiba booth or [scheduling a tour](#).

About CoinFlip

CoinFlip is a cloud-based payment platform that enables electronic benefits and points to be applied as payments. CoinFlip’s diverse integration capabilities allow its partners to reach a national footprint quickly, with the ability to deliver pay with points, restricted spend and savings programs to their membership base. For more information, please visit [CoinFlip](#).