

## **Deep Ellum Arts Festival to Use New Skip Wallet, Cartwheel Register Apps to Conduct Transactions, Demonstrate Next-Gen Retail Technology**

*Cartwheel Register Provides Swiper-less Mobile Checkout for Merchants;  
Skip Wallet Provides Cloud-based, Cardless Digital Wallet for Consumers*

**WHO:** **Tantrum Street**, a Dallas-based technology startup ([tantrumstreet.com](http://tantrumstreet.com))  
**Deep Ellum Community Association**, a volunteer community group representing people who live, work or own a business in Deep Ellum ([deepellumtexas.com](http://deepellumtexas.com))

**WHEN/WHERE:** Friday, April 4—Sunday, April 6, 2014  
**Deep Ellum Arts Festival's Deep Ellum Texas Village  
Booths B1 and B2**  
Deep Ellum Entertainment District  
(Crowdus Street, between Main Street and Elm Street)  
Dallas, Texas  
[www.deepellumartsfestival.com](http://www.deepellumartsfestival.com)  
**Free Admission**

**WHAT/WHY:** The world's newest mobile checkout and cloud wallet apps will make their global debut at the Deep Ellum Art Festival's Deep Ellum Texas Village this weekend. The Deep Ellum Community Association, as well as several exhibiting companies, will use Dallas-based Tantrum Street's **Cartwheel Register** mobile checkout app to conduct transactions **without the use of a card swiper**. The app instead uses a smartphone or tablet's camera to read credit and debit cards.

For attendees, Tantrum's **Skip Wallet** cloud-based digital wallet app will be available for free download and use at the event, and for use at any accepting merchant nationwide. Consumers can store their major credit and debit cards in Skip Wallet, and the app will soon accept loyalty and gift cards as well. Users don't need a physical card—or even their phone—to make a purchase. They just need their Skip Wallet Payname and PIN.

Skip Wallet promotes **payments with a conscience** by participating in the [Good Returns](#) social enterprise network. At each Skip Wallet transaction, Tantrum Street and the customer directly fund a small portion of a microloan facilitated by Good Returns.

Skip Wallet is available on the Apple App Store at: <http://bit.ly/QiBiEj>  
Cartwheel Register is available on the Apple App Store at: <http://bit.ly/1jFoWHj>

**Visuals Include:**

- Attendees and organizers using next-generation iOS-based mobile checkout and cloud-based digital wallet apps from Tantrum Street to perform transactions

- Deep Ellum Texas Village, located on Crowds Street between Main and Elm St, features Deep Ellum restaurants, artists, Deep Ellum t-shirts and merchandise (15+ new designs), music and the all new [TUNNELVISIONS LIVE MURAL TOURNAMENT](#).
- The sights and sounds of the festive Deep Ellum Arts Festival in the trendy entertainment district

## **ABOUT TANTRUM STREET**

Dallas-based Tantrum Street combines the convenient freedom of mobile with insights and social enterprise to improve daily relationships between businesses and consumers. With this mission, Tantrum Street has built a modern, cloud-based data and payments platform that powers its three products: Cartwheel Register, a free app that accepts payments and runs small businesses; Handshake, enterprise middleware enabling mobile interactions and payments for governments and existing POS infrastructure; and Skip Wallet, a free digital wallet and app for consumers. Tantrum Street is also an integral member of Good Returns, a social enterprise network which facilitates impactful microloans to small businesses in the U.S. and abroad. More information at [www.tantrumstreet.com](http://www.tantrumstreet.com). Follow us on Twitter [@TantrumStreet](#), [@CartwheelRgstr](#) and [@SkipWallet](#).

## **ABOUT DEEP ELLUM ARTS FESTIVAL**

The Deep Ellum Arts Festival first debuted in 1995 as a one-block street party and has since become one of the largest visual and performing Arts Festivals in the region achieving international recognition for presenting the finest in original performing and visual artists. The festival now consists of over 100 original bands and singer songwriters performing on 5 stages, 200-juried visual artists displaying and selling their one of a kind works, spontaneous street performances, over 30 restaurants serving scrumptious trendy and classic foods & beverages, and great people watching covering six city blocks and adjacent spaces in the heart of the Deep Ellum Entertainment district.

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