

Mobile Payments Update

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Contents

Feature Articles	1
Equens interested in mobile payments.....	1
M-Pesa and M-Paisa fulfill different needs ..	1
Mpay is already looking abroad	2
Unique billing model inhibits SMS-based mobile banking in US.....	2
News In Brief	2
Europe	2
Asia.....	3
North America.....	4
World.....	4
Company Index	6
Events	6

Feature Articles

Equens interested in mobile payments

Equens, one of Europe's largest payments processors, is interested in mobile payments solutions. The company offers mobile top-up services as well processing services for mobile payments initiatives. In the Netherlands, for example, the company provides processing services for Rabobank's recently launched SMS payments service and Payter's mobile payments service, Eric van Vuuren, Business Developer with Equens told Telecompaper.

Equens also participates in several trials and pilots regarding new payments systems, such as last year's trial in the C1000 supermarket, where payment processing was executed by Equens. Another example is the current trial with supermarket chain Albert Heijn that offers payments via the customer's fingerprint. The company is currently in talks with several parties about providing processing services for mobile payments, but at this time van Vuuren could not disclose further details.

When asked about the role of a Trusted Service Manager (TSM), van Vuuren explained that most stakeholders in the Netherlands agree that there should be such an organisation. Also, it would be a good idea if multiple parties came together, combining their expertise and knowledge. However, he

thinks the TSM role should go beyond just mobile payments applications. And although various parties are in talks about forming a TSM on the Dutch market, it is still early days. Van Vuuren also points out that as there are no large scale commercial mobile payments initiatives, there is also not a great need for a TSM as yet. It would not be desirable for multiple Trusted Service Managers to try and compete on the Dutch market, he added.

Another important issue for large scale roll outs is the legal framework. Once there is a legal framework and standard, and work is underway to draft an m-commerce framework under SEPA, mass adoption will not be far away. According to van Vuuren, a legal framework for mobile payments services is an absolute necessity. And until there is one, we will see stored value-type services or services using credit card brands such as MasterCard and Visa.

In the Netherlands mobile payments will be a tough sell, van Vuuren says. There are few unbanked and PIN penetration is high. Perhaps when consumers get used to contactless payments through contactless cards, mobile payments will become more popular. However, paying via the mobile handset would have to offer added value over existing payment methods and channels for people to adopt the new method. Furthermore, mobile operators could also think beyond payments. NFC can offer a number of interesting proximity interactions that could provide operators with distinctive services to improve customer loyalty.

The trials so far have provided Equens with insight into the payment experience of mobile payments. For example, paying via the mobile handset is definitely interesting for young people who rarely leave the house without their phone. Anecdotal evidence in the Payter trial has shown that customers like to see their transaction history for these small payments. During the trial with supermarket C1000, it was surprising to see that older users also adopted the new method quite easily. The 'tap and go' way of paying seems to be fairly intuitive, van Vuuren said.

M-Pesa and M-Paisa fulfill different needs

Safaricom's initiative M-Pesa in Kenya is often referred to as the most successful mobile payment initiative in the third world. Safaricom – part of the Vodafone Group – has reason to claim this title: In the first year after launch in February 2007, M-Pesa had over 1.7 million subscribers and the company handled about KES 9.3 billion in transactions.

M-Pesa is aimed at under- or unbanked people: people with limited or no access to banking infrastructure. It is primarily used for person to person (P2P) payments. M-Pesa charges its users USD 1 per transaction made. Recently, in May this year, Vodacom Tanzania (65% Vodafone owned) has launched the M-Pesa service in Tanzania. Furthermore, Vodafone has in July agreed to buy 70 percent in Ghana Telecom from the government. This will give the mobile giant control over Ghana Telecom's mobile unit OneTouch and Vodafone has already said it plans to introduce M-Pesa in Ghana too.

The M-Paisa initiative in Afghanistan has a different focus. The service, a cooperation between Afghan telecommunications operator Roshan and Vodafone, launched in February this year in Afghanistan is also aimed at underbanked customers. However, M-Paisa will initially not focus on mobile money transfer but will act mainly as vehicle for microfinance institutions loan disbursements and repayments. Microfinance institutions grant small loans to entrepreneurs in the third world, so they can set up their own business. Also, M-Paisa has a business to business (B2B) component, it can also be used for salary payments and airtime distribution. Consumer P2P payments are the third tier of this service.

So although M-Paisa and M-Pesa are both Vodafone initiatives, they fulfill different needs.

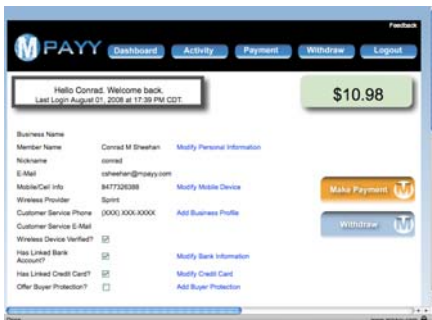
Vodafone m-payments initiatives

Initiative	Country	Initiators	Service
M-Pesa	Kenya Tanzania	Safaricom Vodacom	P2P payment
M-Paisa	Afghanistan	Roshan, Vodafone	Microfinance payments B2B payment P2P payment

Mpayy is already looking abroad

Mpayy is a US-based multi-channel payments services provider. The company offers mobile payments services, but also online and widget-based payments options. The widgets can be embedded on MySpace or Facebook sites. With new recent funding, the company is not only aiming to expand within the US but is also looking abroad, company founder and CEO Conrad Sheehan told Telecompaper in an interview.

Mpayy has made a very deliberate choice in its mobile payments application. The company has chosen to use a thin-client rather than an SMS-based service. According to Sheehan, SMS-based payments services are not secure enough. Of course, SMS-payments would work on practically any model phone, but the company has faith in the growing penetration of phones that support mobile internet. Mpayy targets young, tech-savvy or technology aware consumers as well as internet retailers and charitable organisations. Currently, the company has a 'few thousand' customers, comprising consumers and retailers, Sheehan said. Interestingly, the consumer base is skewed towards female users. Sheehan has no explanation for this as the company does not specifically target female users.



The payment application on the mobile phone allows users to pay other Mpayy users, and for those without an account the company offers instant sign-up. The Mpayy account is dynamically linked to a bank account and also provides a history of account activity. Merchants making their mobile phone a point of sale with the Mpayy application can also manage refunds. The company targets internet retailers, consumers, such as for example young people whose stored-value account can be funded by their parents, but also independent sales people such as party plan sellers, flea-market sellers or other direct sellers. According to the Direct Selling Association, there were some 15 million

Americans involved in direct selling in 2007, generating USD 30 billion in revenues. Mpayy also allows charities to collect donations through its platform. Personal accounts are free while merchants pay USD 0.20 and 2 percent per received transaction.

In July this year, Mpayy closed a series B financing round led by US Bancorp with participation from private investors. US Bancorp is not just a financial backer of the company, it also provides back-end settlements for the payments services that Mpayy offers. The funding should help the company expand its services as the company has a number of developments planned. For September and October the company plans to announce new distribution partnerships, which should boost growth in the consumer segment. In the first quarter next year, the company also hopes to enter new markets abroad and Mpayy is currently looking into regions such as Canada or Europe. Sheehan further hinted at some more interesting 'stuff' on MySpace and Facebook.

Unique billing model inhibits SMS-based mobile banking in US

While it can still take some time before mobile point of sale (POS) payments really take off, banks are already venturing into the mobile banking space to grab the attention of the mobile customer.

Mobile banking via SMS is becoming increasingly popular, especially in East Asia. All banks in Singapore and Malaysia offer SMS mobile banking, almost all banks in Thailand and Indonesia offer it, as well as most banks in South Korea and Japan. But SMS mobile banking is not limited to East Asia alone. In Europe, several banks including France's Société Générale use mobile messaging to indicate overdrafts, to warn customers when unusually high transactions are performed, to give them an overview of last five bank transactions, or let them check their balance.

The choice for mobile banking as an extra channel is quite straightforward. A mobile phone is higher in customer's awareness than a PC. An SMS message is read by 94 percent of recipients, whereas e-mail is only read by 50 percent of recipients (Source: ACNielsen) and by sending SMS messages instead of e-mail, banks hope to attract the attention of their customers. Also the number of mobile phones is rapidly increasing: more than one third of the world's population (2.4 billion) already possess one.

But in America, the SMS message system is not really taking off. This has everything to do with the billing model most American telecommunications providers use. Both sender and receiver are charged to send and receive an SMS message. The customer actually pays to receive an overdraft alert – on top of any fees the bank might charge for this service. However there are some promising signals that would give SMS based banking a boost in the US. More and more mobile carriers are beginning to adopt the 'European' way of billing SMS messages, the Calling Party Pays (CPP) model. By the end of this decade, most Americans should have access to a service that only charges the sender of an SMS, not the receiver. And that's when SMS for mobile banking in the US can really take off!

News In Brief

Europe

French govt names head of mobile contactless forum

France - The French government has named Jean Yves Granger head of the forum to coordinate policies on mobile contactless technologies. Granger is a member of the executive committee at the consumer credit group Laser and director of one of the government's innovation groups. The 'Forum des services mobiles sans contact' was set up in May to develop mobile payment services and includes representatives from mobile operators, transport groups, banks, equipment makers, consumer groups and local government bodies. The industry and consumer affairs state secretary Luc Chatel has called for the forum to quickly present a report on the investments required to develop the market and the possible economic benefits. The group is also expected to work on interoperability and technical standards to ensure a quick roll-out of the services.

Gavitec deploys ticket scanners for T-Mobile, Vodafone shows

Germany - Gavitec, provider of mobile technologies and a subsidiary of NeoMedia Technologies, reveals that its mobile ticketing scanners were deployed last week at the T-Mobile Street Gigs and Vodafone Music Unlimited events across Germany. Tickets for the two music events were offered to the winners of a mobile ticket lottery running on both the T-Mobile Street Gigs website and

the Vodafone Germany music portal. In order to receive the free electronic tickets, subscribers had to register their phone numbers on the new T-Mobile Street Gigs community website to get tickets for the T-Mobile event, or on the Vodafone Germany music portal to obtain tickets to the Vodafone music concert in Leipzig. Every winning subscriber received a pair of mobile tickets in the form of a 2D barcode to be redeemed at the concert venue by the Gavitec scanners. Since the first T-Mobile gig in July 2007, over 10,000 winners have attended the T-Mobile events using mobile tickets.

Russian instant mobile payment providers merge under Mail.ru

Russian Federation - OE Investment has acquired instant payment processing companies OSMP (QIWI brand) and e-port, as well as mobile phone payment system Mobile Wallet and advertising agency Direct Contact, reports Cnews.ru. The merging companies hope to control nearly 47 percent of the instant mobile payments market. Founded by the Digital Sky Technologies fund, Mail.ru's controlling shareholder, together with OSPM and e-port companies, OE Investment expects USD 10 billion in turnover this year, up from USD 7 billion in 2007. OE Investment owns over 90,000 instant payment terminals throughout Russia, and this year it has rolled out a project to install terminal networks in China. According to General Andrei Romanenko, general director at OE Investment, "The deal is not just an attempt to increase the company's business volume, but to bring together substantial resources to strengthen positions in the regions and to further expand on the foreign markets". One of OE Investment's founders, Digital Sky Technologies, has already begun integrating its payment terminals with its main asset, the Mail.ru portal. "We cooperate on the cross-promo basis. That is when a payment is made through the OSPM terminal the customer receives a message on his phone with info saying where he can download the mobile version of Mail.ru agent", explains Mail.ru vice-president Anna Artamonova. OSMP, e-port, Mobile Wallet, and Direct Contact will maintain their brands and operate independently.

RingGo extends parking to three major stations in London

United Kingdom - UK payments company RingGo rolls out at three major transport stations in London, including London Waterloo, situated in Southwark, London Victoria, and London Paddington, both in

Westminster. Paddington station is also the London Terminus of the First Great Western network, which has offered the RingGo parking payment system since 2006. The three stations are amongst the busiest in the UK, with total visitor numbers exceeding 250 million each year. The launch of pay-by-phone parking at the mentioned transport stations is part of a wider rollout of the RingGo service across the UK, carried out in collaboration with parking enforcement provider, APCOA. Other major regional stations such as York, Manchester Picadilly and Glasgow Central are soon to offer RingGo.

Bango raises GBP 450,575 through share placement

United Kingdom - UK-based mobile billing supplier Bango has raised GBP 450,575 before expenses, through a placing of 1.345 million new ordinary shares at GBP 0.335 each. Ray Anderson (CEO and co-founder) and Anil Malhotra (VP marketing and alliances and co-founder) have each subscribed for 476,776 and 20,000 shares respectively. The remainder of the placing shares have been conditionally placed with existing investors by Bango and the company's NOMAD and broker, Panmure Gordon. The majority of the proceeds of the placing will be used to provide the company with additional working capital, primarily to enable Bango to accelerate payments to selected content providers ahead of receipt from mobile operators. The remainder of the proceeds will be used to repay an unsecured loan of GBP 125,000 from Isnet, a company controlled by Ray Anderson. Application will be made for admission of the placing shares to AIM and dealings are expected to commence on 1 August. The placing shares will, on admission, rank pari passu with the existing ordinary shares.

RingGo now available in London Borough of Brent

United Kingdom - UK mobile payments company RingGo and parking specialist Cobalt Telephone Technologies have launched a pay-by-phone parking system on a trial basis in the London Borough of Brent. Starting from 21 July, people using council operated on-street parking in the Wembley area and off-street car parks can pay by phone using a credit or debit card, as well as by cash. Brent follows four other London local authorities including Ealing, Hounslow, Lewisham and Southwark in signing up with RingGo. RingGo hopes the pay-by-phone service will soon be extended further across the capital. In order to use the service,

motorists must call the RingGo number shown in the car park, register their vehicle and payment card details, and pay for their parking over the phone. On top of that, customers can recharge their parking fee. Via the 21st Century option, customers can call up and extend their parking period.

Asia

Azercell expands mobile banking service

Azerbaijan - Azerbaijani mobile operator Azercell has expanded its mobile banking service to customers of the Standart Bank. In January of this year, Azercell launched the MobilBank service which offers subscribers transaction information, account balance information, withdrawals, and SMS alerts. Users can also pay Azercell and electricity bills through MobilBank. The company now offers the services to customers of International Bank of Azerbaijan, Respublika Bank, AGBank and Standart Bank.

Indosat, Mandala Air agree on marketing, mpayments

Indonesia - Indonesian mobile operator Indosat and Mandala Airlines have signed an MoU on marketing and services to their customers, Antara News reports. The agreement covers micro-payment services, SMS-based campaigns, marketing and sales, and a corporate telecommunications solution for the airline. The companies will also cooperate on events, sponsorship and corporate social responsibility. The payments service would run through Indosat's mobile wallet, branded 'my wallet', combined with WAP-based reservations.

JCB to offer settlement services for mobile transactions

Japan - Credit card issuer JCB plans to provide personal identification and settlement services for purchases made via mobile phones, the Nikkei reports. The Japanese mobile commerce market was worth over JPY 1 trillion last year. JCB is looking to undercut mobile operators on the commissions charged third-party sellers for clearing these transactions. According to the paper, operators charge around 9 percent commission, while JCB expects it can lower this to 5 percent or less. The company may adopt a payment method in which customers register their credit card numbers, together with their PIN numbers, when buying new mobile phones so that they can have a choice of using their credit cards or the existing

settlement system. Currently, to pay for games and music downloaded through handsets, buyers typically enter their phones' four-digit identification numbers. Customer information is sent together with these numbers to identify the purchasers. After the mobile phone companies collect the fees, they pay the content providers.

Japanese mobile commerce market hits JPY 723.1 bln in 2007

Japan - The Japanese mobile content market was worth JPY 423.3 billion in 2007, up 16 percent year-on-year. Furthermore, the mobile commerce market was worth JPY 723.1 billion, up 29 percent from 2006, according to figures from the communications ministry. The mobile content market has been steadily expanding as the number of mobile internet users rose 2.8 percent to JPY 72.87 million.

The mobile commerce market saw sales of goods go up 27 percent to JPY 329.2 billion and the sales of services go up 41 percent to JPY 270.8 billion. Transactions were worth JPY 123.1 billion, up 11 percent.

XacBank launches mobile banking in Mongolia

Mongolia - Mongolian microfinance institution XacBank has launched a mobile phone banking service, with technical assistance and financial support from the Consultative Group to Assist the Poor (CGAP). Around 300,000 Mongolians are expected to use the new service, designed to extend the availability of deposits, withdrawals, loans, remittances, and cash transfers to rural locations. "By offering banking services on mobile phones via a network of local merchants that will handle the cash, we hope that XacBank will be able to make it affordable for some of the forty percent of Mongolians who use only cash today to take advantage of secure financial services. This means that farmers and nomadic herders will have a safer place to store money," stated Gautam Ivatury, manager of CGAP's Technology Program.

Globe, Western Union offer mobile remittances in Hawaii

Philippines - Philippines' Globe Telecom will allow Filipinos in Hawaii to send remittances back to the Philippines using the GCash service. The service is offered under a partnership with Western Union. Customers in Hawaii can send a remittance through Western Union offices in Hawaii and recipients in the Philippines will receive an SMS that they can cash the remittance

through Globe offices or GCash agents. Earlier this year, Globe and Western Union entered into the partnership. Globe says it has about 1.5 million users for its mobile payments service.

Advanced MPay changes customer focus to youth users

Thailand - Under its new strategy of focussing on youth, Advanced MPay has launched a new SIM card with Thai hip-hop group Titanium. The "Thaitanium SIM" allows customers to use AIS services as well as MPay services. The SIM card offers a special AIS tariff of THB 1.50 per minute for calls to other networks and THB 1 per minute for on-net calls. Customers further get THB 100 worth of credit for free. Users also receive Titanium content such as ringtones, wallpapers and songs as well as updates from the hip-hop group.

North America

Inside names VP for Canadian sales and business development

Canada - NFC systems specialist Inside Contactless has appointed Kim Madore to the position of vice president, sales and business development, Canada. In her new role, Madore will lead Inside expansion into Canada, introduce products and build and maintain relationships with key customers, bank card issuers, card associations and others in the Canadian payment and NFC markets, as well as in other payment-related application areas. Before joining Inside Contactless, Madore spent four years in Toronto as vice president of emerging technologies for banknote paper, banknote printing, currency automation systems supplier Giesecke & Devrient. Prior to that, Madore was the senior consultant for smart cards, for Visa USA. She has also been a senior manager for internal audit and security at Canadian Imperial Bank of Canada, and a product development manager for smart cards at Toronto Dominion Bank.

Fundtech, Firethorn provide mobile corporate cash management

United States - Fundtech, provider of global transaction banking services, selects Firethorn, a Qualcomm company, to add a mobile connectivity application to its CASHplus management system. The new feature will enable CASHplus users to view account details, transfer funds and initiate bill payments from their mobile phones. Using

the new option, corporate finance executives will have the ability to stay current with their banking while on the go. Fundtech plans to fully integrate Firethorn's technology into the CASHplus system. The Firethorn application offers multiple levels of security, including PIN authorisation and lockout, which disables access if the phone is lost or stolen, data encryption, two-factor authentication and security via the Secure Sockets Layer (SSL) protocol. CASHplus offers customers access to services such as electronic information reporting, book transfers, check management, bank reports, funds transfers, ACH origination, loan information, positive pay and electronic messaging. Users of Fundtech's global cash management service can initiate transactions, check transaction status and retrieve banking information through an XML browser.

World

Broca, Telnet start m-banking and payments pilot in Nigeria

Nigeria - Messaging services provider Broca has partnered with IT services provider Telnet Nigeria to launch a mobile banking and payments pilot in Nigeria. Under the terms of the agreement, Broca will provide a pilot service based on its Secure Advanced Messaging Service (SAMS) to Telnet Nigeria, which will then be offered to Telnet's banking clients across the country. Broca's SAMS system aims to deliver a secure SMS service, whether the message is in the handset or during transmission, enabling sensitive banking details to be sent across the network, verified and stored. Telnet Nigeria will initially test the technology with a number of its banking and payment clients in Nigeria, with applications including airtime vending, cash transfers and satellite TV payments.

FNB Mobile, Mango introduce mobile ticketing

South Africa - First National Bank of South Africa has teamed up with low-cost airline Mango to allow consumers to buy airline tickets via mobile phone. The two firms have launched a payment system that allows passengers to pay for flights using their mobile phones. FNB's Cell Pay Point, introduced last year, enables customers to pay for goods and services using their mobile phones from any FNB account, a step away from the traditional credit card payment system used in most online transactions. While credit cards are currently one of the most preferred methods to make online

payments, many travellers do not have these. FNB Mobile said the mobile phone payment option adopted by Mango is a secure online alternative with no need to disclose any personal banking details during any stage of the transactions. The transaction is approved by entering the Cellphone Banking MoPIN number on the phone, and payment is immediately debited from the customer's account. There is no bank charge, but the customer must be a registered FNB Mobile phone Banking user. Mango is the largest merchant to sign up for the Cell Pay Point offering and the first airline.

Obopay, Grameen Solutions launch Bank a Billion Initiative

World - US mobile payments provider Obopay partners with Grameen Solutions to launch the Bank a Billion Initiative. Through this alliance, the two companies intend to deliver banking services to a billion of the world's poorest people by 2018. The Grameen-Obopay Bank a Billion Initiative will provide access to affordable financial services, including cross-border remittances, money transfer, payments, savings and credit accounts. Working initially in Mumbai, India and in Bangladesh, the Grameen-Obopay Bank a Billion Initiative will begin delivering services in October 2008. The two companies believe that using mobile technology to deliver banking services overcomes previously limiting restrictions of space and time by using existing infrastructure to give poor people access to financial services. Mobile technology can deliver financial services to billions of underserved people on every continent, Obopay and Grameen Solutions conclude. At present, there are 3 billion active connections to GSM mobile communications networks globally, while emerging markets are responsible for 85 percent of new connections today. Grameen Solutions is the flagship technology company within the Grameen family of organisations. Founded by Muhammad Yunus, recipient of the 2006 Nobel Peace Prize, Grameen Solutions offers business services, management consulting, software development, business and technology process and service outsourcing.

ITU-T unveils standard unifying ID schemes

World - ITU-T has unveiled the Rec. ITU-T X.668 standard. The Rec. ITU-T X.668 concentrates on tag-based applications and services, including RFID and bar code tags. The standard allows the referencing of schemes using the object identifier system, which ITU-T and ISO/IEC developed in the

1980s. The introduction of this standard is not expected to cause existing tags to become obsolete. When the standard is deployed, a tag placed on a billboard poster can be read with a mobile phone and enables users to obtain additional multimedia information like text, graphics, voice or video information about the content of the poster. ITU-T X.668 is the first and key stage in the standardisation process and the next work will focus on specifications of the system and protocol that will associate the multimedia information to an ID (ID resolving)

Young people to lead growth in mobile digital goods sales

World - Some 2.1 billion mobile subscribers will pay by mobile phone for digital goods downloaded to their mobile phones by 2013. The research from Juniper Research defines digital goods as music (ringtones and full tracks), tickets, TV, user-generated content, infotainment games and other types of content purchased by phone and delivered to a mobile phone. A region-by-region analysis by the market researchers found that there is a significant growth opportunity not only for mobile payment systems, software, support and consultancy services vendors, but also for mobile operators to increase their ARPU as transaction frequencies accelerate. People who are now aged between 15 to 20 years are expected to buy directly with their phones and will drive the mobile payments market over the next few years. The analysts expect that users will make at least two payment transactions per month for digital goods by 2013, and that nearly half of all mobile phone users will have bought digital goods at least once with their phones by 2013. Also by 2013, the two leading regions (Western Europe and Far East & China) will account for over 50 percent of the total digital goods gross transaction market, the researchers predict.

Obopay appoints IBM's Diamond as VP business development

World - US provider of person-to-person mobile payment services Obopay has appointed Michael Diamond as its vice-president for business development. In his new position with the company, Diamond will be responsible for all Obopay business development related to the financial services market and will also lead the company's growth initiatives with financial services partners. Diamond comes to Obopay from IBM where he led the business development teams in high-growth information software categories. Diamond has previously worked as VP Business & Corporate Development at

Alphablox, before this was acquired by IBM. Prior to Alphablox, Diamond was senior VP, Global Alliances for S1 Corporation.

Mitec revenues up 40% to USD 10.8 mln in Q4

World - Radio frequency products designer and provider Mitec Telecom's fourth-quarter net sales were USD 10.8 million, up 40 percent from USD 7.8 million in the year-earlier quarter. Net loss widened to USD 1.8 million versus a net loss of USD 1.1 million. Telecom sector's fourth quarter shipments increased 165 percent to USD 3.3 million. Cash and cash equivalents were USD 4.8 million at the end of Q4.

Company Index

Access	7	Globe Telecom	4	Obopay	5
AIS	4	Grameen Solutions.....	5	Qualcomm.....	4
Azercell	3	IBM	5	RingGo.....	3
Bango	3	Indosat.....	3	Sky	3
Broca.....	4	Inside Contactless	4	Telnet	4
Firethorn	4	ITU-T	5	T-Mobile	2
FNB Mobile	4, 5	Mitec Telecom	5	Vodafone.....	2
Gavitec.....	2	NeoMedia	2	Vodafone Germany.....	3

Events

Mobielen Contactloos Betalen

August 26, 2008 - Amsterdam - Netherlands, IIR

Understanding New Mobile and Cellular Networks, Technologies and Services

August 26, 2008 - Dallas - United States, Alexander Resources

Mobile Human Computer Interaction 2008

September 2, 2008 - Amsterdam - Netherlands, Telematica Instituut

Vefica Jaarcongres 2008

September 10, 2008 - Scheveningen - Netherlands, Vefica

Near Field Communication World Asia 2008

September 10, 2008 - Singapore - Singapore, Terrapinn

Mobile Payments World Asia 2008

September 10, 2008 - Singapore - Singapore, Terrapinn

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innopay

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