



PRESS RELEASE

Making tax donations, paying shopping and taxi bills easily with your handset

*Cellum enables customers to shop without actually visiting stores
and make bank card payments without POS terminal*

Budapest, 29 May 2012 – The latest version of Cellum’s mobile payment application is a secure and user-friendly tool to send tax donations to NGOs, pay taxi bills without using cash or bank card, and purchase an item by simply taking a picture of its QR-code on the advertisement poster. The application, unveiled last Friday at the “SIA Central Europe – Mobile payment and e-commerce” conference, is available from today to users in Hungary.

Developed by Cellum in cooperation with T-Mobile, Telenor, FHB, and MasterCard, MasterCard Mobile application was launched last autumn in Hungary and is expected to be introduced in several other Central Eastern European countries this year. The “remote payment” application by Cellum turns handsets into virtual wallets, and offers a fast, easy and secure way for mobile payments. The previous version of the application, downloaded by over 20,000 users, allowed for topping up prepaid mobile accounts, paying postal checks, and making e-commerce purchases. The Research and Development team at Cellum have been busy for the past six months developing a new and innovative solution to add completely new functions to the application.

The new version of the application was unveiled at the SIA Central Europe Mobile Payment and e-Commerce Conference on 25 May, and has the following key features added:

- **Donations using QR codes** – Easy and secure way to make donations to non-governmental organizations to support social programs. No need to write down long bank account numbers. Simply take a picture of the QR code of the organization (published in a magazine or poster), enter the amount of the donation, and you are all set. This simple method guarantees that your donation is received by the intended recipient. The *Hungarian Red Cross* and the *Hungarian Baptist Aid* have already joined the initiative.
- **Paying taxi cabs using QR Codes** – The new application offers a secure way to pay taxi cabs without using cash or bank card. Non-cash payment in taxis could so far not become mainstream, because POS terminals were needed in the cabs. Not anymore. The passenger simply takes a picture of the QR code displayed inside the cab, enters the fare, and the money is instantly transferred to the account of the driver, as evidenced by SMS notification sent to the driver.
- **New generation of QR Code-based shopping solutions** – The new mobile shopping service by Cellum is introduced in cooperation with an online grocery store and makes shopping easier than ever. All you have to do is take a picture of the QR Code of the advertised product (e.g. on a poster at the bus stop), add selected items to the virtual shopping cart, select method and time of delivery and pay for the purchase. By the time you are back from work, the package will be delivered to your home.

The new applications are available from today. Partner organizations are to publish the list of their related services and products in the next few weeks. MasterCard Mobile application is available for iPhone, Android and Windows Mobile platforms.

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About Cellum: Cellum is Hungary's market-leading corporate group specialized in the development of secure mobile payment solutions. Established in 2000, the fast-growing technology group has worked in close cooperation with partners such as MasterCard, Hungarian Telekom Group, Telenor, Vodafone, and FHB Bank. Cellum proprietary developments cover all areas of m-commerce, including mobile purchasing, mobile payment and non-touch NFC technologies. Today, over one million secure mobile transactions per month are managed by Cellum in Hungary. MasterCard Mobile, the mobile payment application by Cellum, has so far been downloaded by over 20,000 users of Android, iPhone, or Windows Mobile handsets. The company group started regional expansion in 2010; a subsidiary was set up in Bulgaria and negotiations with other countries are under way. Cellum Group was recently PCI DSS certified, being the first mobile payment service provider in the region to comply with the highest security standards of leading international card companies. <http://www.cellum.com/>

Click here to download the new MasterCard Mobile application:



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