Cellum unveils novelty "Plug and Pay" in-app payments SDK at The App Summit

Mobile payments pioneer debuts off-the-shelf solution allowing mobile app integration with PCI DSS 3.0 audited backend.

Orlando, February 5, 2015 - For the first time in its 15-year history, leading mobile payments developer Cellum is opening up its API to third-party developers, offering them the opportunity to integrate the company's hyper-secure and frictionless payment solution into their mobile apps.

Cellum's "Plug and Pay" program makes available an SDK that is built on the same core engine powering the cutting-edge mobile wallets the company has produced for numerous banks and mobile network operators across the globe.

Plug and Pay includes Cellum's patented Split Secret card vault, which uses a proprietary method of tokenization and data fragmentation to store and access cardholder data. Featuring RSA and AES encryption and a PCI-DSS 3 audited backend, the system boasts a record of zero fraudulent transactions over deployments by partners on multiple continents.

Meanwhile, the SDK comes bundled with seamless payment processing by Cellum's partner Kalixa – allowing app owners to begin accepting payments without integration with a local processor – and will initially support transactions in six key currencies (EUR, USD, GBP, CHF, AUD, CAD).

The Plug and Pay package offers comprehensive, up-to-date documentation and technical support from Cellum's international team of developers and implementation experts.

"Plug and Pay is the logical culmination of our more than a decade developing specialized mobile payment solutions - a unique turnkey purchase and payment platform that gives app developers the freedom to focus on engaging customers and making sales," said Cellum CEO János Kóka at The Apps Summit in Orlando, Florida on Thursday. "And while it offers bank-grade security, complete integration can be executed within days."

Access to Plug and Pay is currently limited to a select group of Cellum partners – including MyDo of Sweden and Hungary's CardNet – with the program rollout scheduled to be completed by the end of the second quarter of 2015. Developers interested in Plug and Pay can find more information at http://plugandpay.cellum.com.

About Cellum

Cellum is a leading European-based mobile wallet provider. Its innovations make transactions via smartphones easier and more secure. The company's banking-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Cellum is PCI DSS 3.0 compliant, being one of the first mobile payment service providers in the world to comply with the most important security standard of the top global card companies.

Systems operated by Cellum currently manage nearly two million secure mobile transactions per month, and the company counts among its customers and partners MasterCard, Magyar Telekom, Telenor, Erste Bank, FHB Bank, OTP Bank, PaysBuy and Vivacom.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European markets and opening representative offices in North America and Asia.

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