

Mobile payments enhance your festival experience

Festipay and Cellum successfully launch new payment features at festivals by Sziget Ltd., improving ease and convenience for visitors

Budapest, July 5, 2018 – Contactless payments at some of Hungary’s largest festivals just got a major upgrade. Using Festipay’s new wristbands, which serve as a combined entry ticket and payment device, and Cellum’s mobile payment software add-on, the official apps of VOLT, Balaton Sound and Sziget Festival now offer a faster, easier and more convenient way for visitors to top up their Festipay balance.

Over the past few years, festivals by Sziget Ltd. have become completely cashless. Up until recently, visitors were given contactless payment cards at the entrance, which they could top up and use to make purchases. This year, however, Festipay has introduced a new integrated solution that combines the entry ticket and the payment device into a single wristband.

The first major festival in Hungary to use the solution was VOLT Festival in Sopron, which ended last Sunday and welcomed over 152 thousand visitors. Answering questions by journalists, several festivalgoers highlighted the speed and ease of balance top-up through the app and the practicality of having nearly impossible to lose wristbands as major improvements over previous years.

Visitors can load money onto their balance without having to visit a kiosk: they can simply download the festival’s official app on their smartphone running Android or iOS and register a credit or debit card. This year, visitors can also for the first time pre-load their balances before they even arrive, so they don’t have to spend time with this upon entry. When the festival ends, the remaining balance can simply be refunded to the card registered in the app.

“We recommend all visitors register their wristbands in the app, as it not only offers speedy services, but also provides extra security: registered wristbands can easily be deactivated if lost and more quickly replaced if damaged,” said **Festipay CEO Dániel Kaderják**. *“Our integrated venue access and payment solution puts Sziget’s festivals on the forefront globally, from a technological standpoint,”* he added.

“Bank cards registered in these applications are protected by Cellum’s patented technology, which offers industry-leading security. Wristbands can be topped up anytime with just a few taps of the finger, and the remaining balance can be easily refunded at the end of the event, without having to visit customer service,” said **Cellum CEO János Kóka**.

About Festipay

Festipay is one of Europe's largest integrated event management solutions providers. Its innovations in venue access and cashless payments have been in use by some of the largest festivals across the continent, including Hungary, Romania, Croatia, France and Italy. Festipay's services cover, among others, cashless payments, accreditation, staff management, smartphone applications for payment device management, and mobile payments. The company is also capable of integrating other event-related services, such as ticketing, venue access and activities related to brand promotion and brand activation.

In 2018, Festipay was the first in Hungary to deploy new RFID-enabled wristbands that combine venue access and cashless payment functions, in order to maximize convenience and service security for festivalgoers. Festipay is also the official cashless payment service provider of Budapest spas.

Website: festipay.hu, Facebook: [Festipay](https://www.facebook.com/Festipay), LinkedIn: [festipay-fintech](https://www.linkedin.com/company/festipay-fintech), Instagram: [Festipay](https://www.instagram.com/Festipay)

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About Cellum

Cellum is a leading multinational mobile wallet provider based in Europe. Its innovations make transactions via smartphones easy and secure. The company's banking-grade security solutions cover all areas of m-commerce, including mobile commerce and payments as well as NFC (contactless) technologies. Cellum is PCI DSS 3.2 Level 1 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 20+ million secure mobile transactions per year, with customers and partners including MasterCard, Telenor, T-Online, Erste Bank, OTP Bank, NF Innova, Kalixa, Credorax and multiple subsidiaries of Indonesia's Telkom Group. It has signed a deal with leading Indonesian handset manufacturer Evercross, bringing its preinstalled m-wallet to over 5 million Evercross branded handsets. Cellum has also won multiple national and international awards, including the Citi Mobile Challenge PwC Award, Superbrands and the IT Business Special Award.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European, North American and Asian markets. As of 2015, Cellum APAC is headquartered in Singapore.

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