

BLE, NFC QR – Oh My!

Free infographic created by Cellum to learn more about BLE beacons, NFC tags and QR codes in the mobile commerce arena

Budapest, July 18, 2014 – The growing use of mobile commerce in every type of retail setting makes it easy to see why both consumers and companies are joining the party. Yet the technology behind mobile commerce may not be so easy to grasp.

This infographic, which was created by leading mobile commerce service provider Cellum, helps to demystify three of the key technologies used in facilitating mobile payments: BLE beacons, NFC tags, and QR codes.

Among other issues covered are the top use cases of BLE, NFC and QR in the mobile commerce arena, and the pros and cons associated with the three. What are the power needs and range limitations of each technology? Which has the biggest coverage radius? Which require dedicated hardware and operating systems? Which involve licensing fees? Which can be impacted by the weather?

For the answers to these and other questions, [click here to download the full infographic](#) on Cellum's website.

About Cellum

Cellum is a leading provider of mobile commerce services. Its innovations make transactions via smartphones easier and more secure. The company's bank-grade security solutions cover all areas of m-commerce, including mobile purchases and payment as well as NFC (contactless) technologies. Cellum is fully PCI DSS compliant, being the first mobile payment service provider in the region 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, Dtac, Erste Bank, FHB Bank, OTP Bank 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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