

Cellum invited to participate in Ford automotive app challenge

Firm to focus on promise of mobile payments in “connected” cars at first SYNC AppLink event in Europe

Budapest, October 22, 2015 – Leading multinational mobile wallet provider Cellum has been invited to participate in the first European running of Ford Motor Company’s SYNC AppLink Developer Challenge, an innovative “coding race” centered on the automotive giant’s voice-activated connectivity system.

The 24-hour event will take place early next month alongside the Web Summit, the annual tech event in Dublin that this year is expected to draw more than 20,000 participants from more than 100 countries. Participants in the challenge vie to come up with new applications for Ford’s connectivity system using iOS or Android apps and the system’s API, and the winners receive both prize money and an opportunity to work with Ford on new apps. Representing Ford at the challenge will be William Clay "Bill" Ford Jr., the executive chairman of the company and great-grandson of founder Henry Ford.

While the exact nature of Cellum’s contribution will remain a secret until the event, the company is expecting to focus on some of the many possible automotive-related use cases of mobile payments. Cellum already has ample experience in this field, with services such as mobile parking and highway toll payment running since the mid-2000’s.

The Dublin SYNC challenge follows earlier competitions in the US, Australia, Brazil and China, and builds on a large and growing base of voice-activated smartphone apps designed for in-auto use.

About Cellum

Cellum is a leading multinational mobile wallet provider based in Europe. 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 commerce and payments as well as NFC (contactless) technologies. Cellum is PCI DSS 3 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 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, Evercross, Kalixa and Credorax.

Established in 2000, the company began a major international expansion in 2011, establishing subsidiaries in several European, North American and Asian markets.

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