



PRESS RELEASE

Cellum goes to America?

Cellum presents its mobile payment solution in US

Budapest, May 6. 2013 – Cellum enjoyed a successful introduction at the CARTES America Exhibition and conference in Las Vegas where nearly 2,000 key stakeholders from mobile payment, e-security, secure ID and card industries gathered to review and debate technology trends and market deployment strategies for these smart and secure technologies. The highlight was a presentation and demo by Cellum’s Senior VP Sales, Jeff McAllister, showcasing the company’s mobile remote payment solution to the audience.

Cellum offers an extremely secure technology for nearly all segments of mobile payment. The company has smartphone-based solutions for a variety of topics, ranging from mobile remote purchasing to payment using QR codes, to mDonation, mobile bill payment, micropayment, cloud wallet – even P2P transactions.

“Why can’t we have that in the U.S.? What’s holding you back?!” asked one lady from the audience, said Jeff McAllister. “On a more serious note, it seems to us that there are large groups of potential consumers in the USA whose demands can be satisfied by Cellum’s flexible, user-friendly and extremely secure mobile payment technology. We were overwhelmed by the response we received and it was nice to see people understand the potential of Cellum’s innovation in mobile payment”, added the SVP and acknowledged that the company has started negotiations with several major corporations in the U.S. market.

Cellum’s short film demonstrating QR code-based shopping premiered at the conference. Participants also had the chance to try the mobile shopping demo seen in the film. (<http://youtu.be/mEz3L4YMDTM>)

Background information

About Cellum: Cellum is a leading developer of mobile payment applications. Its innovations make purchases 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 more than one million secure mobile transactions per month, and the company counts among its customers and partners MasterCard, Vodafone, Telenor, Magyar Telekom, Vivacom, M-Tel, FHB Bank and SPAR. 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. www.cellum.com

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