



FOR IMMEDIATE RELEASE

Smart cards can now be used for payment at the Szimpla Cafés of Berlin and Budapest

Berlin, September 15th 2011 – An innovation of the Hungarian Cellum Group, smart Szimpla Cards are now accepted as means of payment at the Szimpla cafés of Berlin and Budapest. In addition to cash, the secure NFC card developed by the company can soon be topped up online or using a cell phone. In addition to providing a secure non-cash means of payment to customers, it makes the operation of the business more transparent and easier to organise, which in turn reduces the costs of operation. In Berlin, the system has been up and running since September and will also be available in Budapest from October.

It has been ten years since Szimpla Café (Café Simple), a ‘ruin café’ so popular with young Hungarians and foreigners first opened. Due to its openness to various urban subcultures, the name of this café/bar, recommended even by major international guides, has become a brand in its own right. Having opened Szimpla Garden and Szimpla Balaton, the owners are now expanding their business into Berlin. Apart from Hungarian alternative culture, Szimpla Berlin may also be able to publicise a slice of the Hungarian knowledge industry to the German public. All purchases at the Gärtnerstrasse establishment are made using the smart Szimpla Card, developed by the Hungarian Cellum Group.

The Cellum Group specialises in the development of innovative technologies in the fields of mobile commerce and mobile payment. Their innovations make purchasing by a cell phone secure and easier to use. In the past ten years, the successful solutions launched by the company in the field of mobile commerce have included mobile parking, mobile motorway stickers or mobile lottery. During the past two years, Cellum has invested substantial efforts in the development of the NFC technology. The Berlin project is one of their results.

NFC (Near Field Communication) is a radio frequency-based wireless communication standard, developed for the transmission of data stored on a microchip. The card or cell phone equipped with an NFC chip is held at a few centimetres’ distance from the device that reads and interprets the stored data (which may include an amount of payment, a personal ID or a public transport ticket).

The Szimpla NFC Card payment system has been custom-tailored to the business requirements of the cafés concerned. The Szimpla Card is suitable for payment for the meals, drinks and services consumed via generic POS terminals and the new NFC-compatible mobile devices. It is a simple non-cash means of payment for customers, while enabling transparent financial operation for the café managers.

While at the start, the card can be topped up by cash, the online and mobile topping-up systems are also in the pipeline. The card infrastructure is hacker-proof, which guarantees the security of the balances loaded onto the Szimpla Cards of customers. The same Szimpla Cards will be accepted for payment in both Berlin and Budapest. In Berlin, the system has been up and running since September and will also be available in Budapest from October.

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Company profile:

Cellum: Hungary's market-leading corporate group specialising in the development of mobile payment solutions. Established in 2000, the fast-growing technology group has worked in close cooperation with partners such as MasterCard, the Magyar Telekom Group, Telenor, Vodafone, FHB Bank, SPAR, Libri etc. Cellum proprietary developments have covered all areas of m-commerce, including mobile purchasing, mobile payment and (non-touch) NFC technologies. Today, over one million secure mobile transactions a month are handled by the Group in Hungary. Cellum Global Zrt. has recently received a substantial risk capital grant in order to finance its international expansion. At the *NFC Word Congress*, to be held between 19 and 22 September 2011 in Sophia-Antipolis (France), the company intends to unveil an international breakthrough product in NFC-technology for the trade public.
<http://www.cellum.hu>

Szimpla Berlin: <http://www.szimpla.de/>

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