



PRESS RELEASE

Cellum: You Heard Right, We're Bringing QR Back

Mobile Payments Provider Moves the Industry Forward by Bringing Back the Tech Industry's Favorite Scapegoat

11 July, 2013 – Quick Response Codes were first generated in 1994 for use in the automotive industry in Japan. From industrial use to consumer advertising, the little black square pixels arranged on a white background are now commonly seen and recognized by the masses.

There have been many popular case studies of QR advertising, arguably most admired is the trend of virtual stores. First seen in 2009, HomePlus grocery store set up virtual shops within subway stations in South Korea, as it aimed to take the spot as number one grocery chain in the country. While they did not quite achieve their goal, the advertising feat took them quite close.

While the technology is impressive, recently it has not been implemented in new and exciting use cases - until now. [Cellum](#), leading developer of mobile payment applications, has analyzed the usage of QR codes and determined **they are the perfect tool for mobile payments**.

[Cellum](#) has created a new infrastructure, significantly implementing QR code technology as one of their payment pathways, alongside NFC. With an easy to use system that allows for instant gratification by aiding impulse buying, both the business and the consumer need no extra equipment. Businesses simply print out the QR code, while all the customer needs is one simple app on their phone.

[Cellum](#) announced that QR code technology has played a significant role in helping the company achieve a **game changing 84% conversion rate**, far higher than incumbent solutions. QR codes bring consumers directly to the payment gateway, and allow for easy purchasing simply by entering a pin number without repetitive personal information or entering a long, cumbersome URL.

Due to this achievement, [Cellum's](#) mobile payment solution was chosen for MasterCard's mobile application for Hungary. Holding a significant market share of Hungary's mobile payments, the MasterCard Mobile App been downloaded over 150,000 times. Moving beyond Eastern Europe, now [Cellum](#) is aggressively expanding to other global markets.

"It is a well-known fact, that all too often users are abandoning the payment process before completing the purchase. Our solution facilitates increased sales, with over one million transactions per month. Our white-label solution is usable worldwide and allows for a notably higher conversion rate than the average mobile payment platform," stated **Jeff McAllister, [Cellum's](#) Senior VP of Sales**. "With the simple addition of a QR code, a promotional campaign turns into a seamless purchasing opportunity anytime".





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, IBM, Magyar Telekom, Telenor, 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.

www.cellum.hu

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