



PRESS RELEASE

Voted best bar in the world, A38 Ship now offers the possibility to buy tickets via mobile phone

Concert Ship A38 is among the firsts to adopt MasterCard Mobile payment solution developed by Cellum

Budapest, February 11. 2013 – Last year A38 was voted Best Bar in the World by readers of Lonely Planet in January and Best Club in the World by Electronic Beats, the recognized electronic music & lifestyle website, in December, ahead of such legendary clubs as Berghain in Berlin and Fabric in London. Being one of the bests when it comes to entertainment, concert ship and cultural center A38 has now introduced innovative mobile payment to keep up with modern technology.

For a while now, you can purchase tickets for programs and concerts at A38 using your mobile telephone as a virtual wallet. The transaction only requires entering the mobile telephone number in the webshop, and there is no need to disclose sensitive bank card information. MasterCard Mobile application, a mobile payment technology developed by Cellum, has already been downloaded by 75,000 users in Hungary.

“For us it is not the awards that matter, but the intention to please our audience, our clients, the consumers that make our business successful. We want to remain exciting and innovative and keep up with New York, London or Berlin. We constantly look for innovative solutions that make our clients’ life easier. And that is why we have been among the firsts to introduce mobile payment”, said Benedek Vasák communications Specialist of A38. “We have had good experience with online ticket sales. We sell around 140,000 tickets a year, most of which are sold online. MasterCard Mobile is now another great opportunity to make the life of our clients easier. It is simple and secure. Just think about it: You are sitting on the tram, and with a couple of clicks on your handset you can buy a concert ticket. You don’t even have to have a bank card on you once you register your telephone number”, he added.

Concert tickets for tonight with your handset

Thanks to the technology developed by Cellum, buying tickets is really easy and secure. The user has to select the ticket in the webshop, choose ‘mobile payment’ from the list of payment options, enter his/her telephone number, and start the transaction. A message is sent through the MasterCard Mobile application installed on the handset, and payment has to be approved by entering the mPin into the application. That means no confidential bank card information is transmitted through the internet. Terms of mobile purchase are the same as those of a normal bank card transaction. The application, already downloaded by 75,000 users, can be used at over 200 locations for e.g. paying money orders, topping up telephone and taxi cards, online shopping, and payments/donations via QR code scanning. MasterCard Mobile has been operating in Hungary for over one year now. The application ensures the highest security for sensitive personal data, as indicated by the fact that no related bank card fraud or data theft has ever been reported.





“Bank-level security is guaranteed by the encryption technology developed by Cellum and used by MasterCard Mobile. Called the “split secret”, the technology is based on splitting up sensitive pieces of information: only a certain part of the bank card data is stored in the application on the handset. The other part is stored on secure servers, with zero exposure to data theft or hackers”, said Strategic Director of Cellum Inotay Balázs. He added that they are extremely proud that A38, voted best bar in the world, adopted the solutions developed by Cellum.

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Background information

About Cellum:

Cellum Group is a leading developer of mobile payment applications in Europe. Its innovations make purchases via mobile phones easier and more secure. Cellum's broad product portfolio ranges from mobile remote m-commerce and e-commerce checkout through NFC (Contactless) technologies to carrier billing for both banked and unbanked customers.

Established in 2000, the fast-growing technology company has been working in cooperation with partners such as MasterCard, Hungarian Telekom Group, Telenor, Vodafone, Vivacom, M-Tel, FHB Bank, Erste Bank and OTP, the largest bank in Central and Eastern Europe.

Cellum currently manages over one million secure mobile transactions in Hungary each month. The MasterCard Mobile® app, developed by Cellum, has been downloaded by 75,000 clients in one year. The company group started international expansion in 2011, and set up subsidiary companies in Austria, Bulgaria, and Albania, and a representative office in New York, USA, and Jakarta, Indonesia. The Cellum Group is PCI DSS certified, being the first mobile payment service provider in the region to comply with Payment Card Industry Data Security Standards.

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