

Press Release

Launch of mobile payment in Nice based on “Payez Mobile” functional and technical specifications

Paris, 21 May 2010 – **One year on from the publication of contactless mobile payment specifications, AEPM banks and operators are launching the next step in the use of mobile phones as payment instruments in Nice.**

With this launch in Nice, the functional and technical specifications developed by members of the “Association Européenne Payez Mobile” (AEPM), together with leading French and international players in the sector, are being applied for the first time on a large scale. The “pre-marketing” of this new payment instrument will be a dress rehearsal for mobile payment ahead of commercial deployment, which is scheduled for 2011.

This launch is the logical continuation of the field trials carried out in 2008 in Caen and Strasbourg, which enabled the basic concepts and customer acceptance of mobile payment to be validated.

After having developed joint specifications for players in the banking and mobile phone sectors, AEPM banks and mobile operators provided support for the operational implementation of the solutions put in place in Nice.

These joint initiatives related mainly to the proper functioning test for the bank application hosted in the phone SIM card and to all the security tests required to ensure the reliability of mobile payment.

The aim of AEPM member mobile operators and banks is to continue their initiative working closely with market bodies (Groupement des Cartes Bancaires CB and Banque de France), international networks (MasterCard and Visa) and standardising bodies (EPC, ETSI and EMVCo). The objective of this co-operation is to bring about the conditions for national deployment based on internationally-recognised specifications and standards, requiring:

- interoperability between banks and mobile operators, enabling customers to pay in all stores equipped with a mobile payment terminal, regardless of their bank or that of the retailer,
- an optimal level of security guaranteeing the reliability of the payments made for customers.

The joint objective of the AEPM partner banks and mobile operators is to confirm that these conditions are satisfied for commercial deployment in 2011.

About AEPM

AEPM (Association Européenne Payez Mobile) was set up in October 2008 to promote and speed up the deployment of contactless mobile payment. Association members are:

- Banks: BNP Paribas, Crédit Agricole-LCL, Crédit Mutuel-CIC, Crédit Mutuel Arkéa, La Banque Postale, Groupe BPCE (Banque Populaire et Caisse d’Epargne) and Société Générale,
- Mobile phone operators: Bouygues Telecom, NRJ Mobile, Orange and SFR.

The executive board of AEPM is made up of Willy Dubost (Chairman), Laurent Jullien (Vice-Chairman) and Hervé Leroux (Treasurer).

Press Contacts

AEPM: Association Européenne Payez Mobile

Nicolas HOUERY
 Tél.: +33 1 42 68 52 75
contact-presse@aepm.com



Payez Mobile founding members

 <p>Alia Ouabdesselam Tél. + 33 1 40 14 66 28 alia.ouabdesselam@bnpparibas.com</p>	  <p>Marc Cogrel Tél. +33 1 58 40 47 81 presse@bpce.fr</p> 
 <p>Alexandre André Tél. + 33 1 39 26 62 42 AANDRE@bouyguestelecom.fr</p>	  <p>Stéphanie Ozenne Tél. + 33 1 43 23 59 44 stephanie.ozenne@credit-agricole-sa.fr</p>
  <p>Bernard Sadoun Tél. + 33 3 88 14 72 41 sadounbe@cmcee.creditmutuel.fr</p>	 <p>David Lhote Tél. + 33 1 55 44 22 42 david.lhote@laposte.fr</p>
 <p>Anne-Carole COEN Tél. 01 42 66 70 98 coenan@nrjmobile.fr</p>	 <p>Erika Gélinard Tél. + 33 1 44 44 04 59 egelinard.ext@orange-ftgroup.com</p>
 <p>Marie Medeville Tél. + 33 1 71 07 64 82 marie.medeville@sfr.com</p>	 <p>Joelle Rosello Tél. + 33 1 42 14 02 17 joelle.rosello@socgen.com</p>

Payez Mobile general members

 <p>Edmée Dupont-Madinier Tél : 02 98 00 31 12 Edmee.dupont-madinier@arkea.com</p>	
--	--