



## Press Release

# Orange, Sunrise and Swisscom want to promote the mobile phone as an electronic ticket and means of payment

**Renens/Zurich/Bern, 1. april 2009: Switzerland's three leading telecommunications companies have formed a joint work group to promote the mobile phone as a means of payment. Together they want to compile a set of standards to help make the mobile phone break through as a means of payment, electronic ticket and electronic key. Orange, Sunrise and Swisscom aim to promote "Near Field Communication" (NFC) technology by making it easier to adopt by service providers in various business sectors.**

More and more companies want to provide services that can be ordered, paid for and even partially obtained over the mobile phone or the Internet. Such services range from online or in-store purchases to ATM withdrawals and even electronic tickets and this necessitates the involved parties following uniform standards and processes. Therefore Orange, Sunrise and Swisscom are working together to develop the necessary standards, processes and responsibilities for the telecommunications industry as well as the methodology for coordinating with other sectors. In the future, interested companies will be able to offer their products and services to all mobile phone users via a system that is simple to use and fast to roll out.

### **International standards as the foundation**

As a first step, the work group will put together an overview of the current market and user requirements over the course of the year. This analysis will be used to identify and develop the applicable standards and the key success factors of mobile payment and mobile contactless services. The objective by the end of 2010 is to be able to provide service models to banks, transportation companies and trading firms to support their electronic services in the best way and to deliver an added value. In order to ensure cross-border functioning of mobile payment and mobile contactless services, the work group is also taking into account the standards used by international standardization organizations such as ETSI, GSMA, EMVCo and NFC Forum. Orange, Sunrise and Swisscom assume that the first, standardized, NFC-capable mobile phones will be launched on the international market starting in 2010.



## Open to members and partners

The work group is open to all licensed network operators and retailers of mobile phone services (mobile virtual network operators). Every Business that is interested in this area and that wish to actively contribute can also register as a partner. The Federal Office of Communications (Bundesamt für Kommunikation, BAKOM) and the Competition Commission (Eidgenössische Wettbewerbskommission, WEKO) have been informed about the objectives of the work group.

### Terms and definitions

**NFC (near field communication)** is a broadcasting standard for contactless data exchange over short distances. NFC technology was developed in 2002 by NXP Semiconductors (previously Philips) and Sony and makes possible the mobile payment and mobile contactless services, among others.

**Mobile payment services** indicates the use of a mobile phone to pay for goods and services. The goods and services can be ordered with the mobile phone itself or via a PC (Internet). The mobile phone can also be used as a means of payment at a point of sale (store till or vending machine).

**Mobile contactless services** is a term meaning that the mobile phone exchanges data with other devices via NFC technology. For example, with point-of-sale terminals or vending machines (payment of purchases), with automatic ticket machines or ticket checking machines (ticket purchasing/checking) or with other compatible mobile phones (data exchange).

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