

Payment Innovation News Update
20 February 2012



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1. RECENT UK REPORTS

1.1 Launch of Pouch digital wallet

- YES-wallet.com and YESpay have announced the launch of Pouch, a cloud-based NFC contactless card emulation services that can provide both consumer and merchant contactless payment solutions. The product integrates Yes-wallet.com's digital mobile wallet with YESpay's EMBOSS payment service to allow merchants to develop their own contactless payment solutions without heavy upfront investment in infrastructure.
- The digital wallet is available as an app for BlackBerry, Android and iPhone, and is compatible with both MasterCard's PayPass and Visa's PayWave systems. The partners will initially focus on closed loop e-money systems, and in future will look to work with card issuers and card schemes.

See press release [here](#) and website [here](#)

1.2 The Bristol Pound

- Following similar local currencies such as the Brixton Pound, the new Bristol Pound will launch in May 2012. The currency is provided through an account with the Bristol Credit Union, and customers will be able to exchange funds into the currency via bank transfer or salary payments. The new currency will allow online payments and mobile P2P payments via SMS.

See report [here](#) and website [here](#)

2. RECENT REPORTS FROM EUROPE

2.1 European Payments Council (EPC) White Paper on Mobile Payments

- The EPC has published the second edition of its White Paper on Mobile Payments. The EPC aims to "help facilitate cross-industry cooperation on rules, standards and best practices" in the mobile payments market. It believes that the Single Euro Payments Area (SEPA) marketplace is set for an immediate uptake of mobile payment services.
- The White Paper aims to further the development of SEPA initiatives in the mobile payments market. It describes the highest priority categories of mobile payments and analyses use cases for each. The White Paper also gives an introduction to the concept of mobile wallets and to the "secure elements" necessary for effective mobile transactions.
- The White Paper is out for public consultation, with responses due by 23 March 2012.

See press release [here](#) (which also links to the White Paper)

2.2 Telefónica's mobile wallet coming soon

- Telefónica aims to launch its mobile wallet, called mWallet, across parts of Europe and Latin America during first half of 2012. The wallet is being developed in collaboration with Sybase 365 and will support several methods of payments, including NFC.

- The mWallet will not be available in the UK to avoid conflict with the digital wallet solution being developed by the UK mobile network operators' joint venture, which includes Telefónica's UK mobile division O2.

See reports [here](#) and [here](#)

3. RECENT US REPORTS

3.1 Visa expands mobile banking platform

- Visa has announced a new product, developed in collaboration with Monitise plc, which allows financial institutions to offer mobile banking services. The new services are available to banks using Visa's DPS issuer acquirer platform, and will allow customers to monitor transactions, move funds and receive alerts on their mobile devices.
- This solution is aimed at smaller financial institutions, allowing them to easily implement new services, and brings Visa further into competition with technology vendors.

See report [here](#) and press release [here](#)

3.2 PayPal's new prepaid MasterCard

- PayPal has launched a new prepaid MasterCard debit card in the USA, with NetSpend Holding Inc. acting as distributor and payments processor. The cards will be issued by the Bancorp Bank, and can be reloaded through direct deposit or at a NetSpend location. The cards will have a \$4.95 monthly fee, plus a \$1.95 fee for cash withdrawals.
- If the user chooses to link the card to a PayPal account, they can access online payback rewards, an optional savings account, immediate account alerts and online budgeting tools. Users without a PayPal account will still be able to make purchases and withdraw money from an ATM.

See report [here](#) and press release [here](#)

3.3 Mobile payments at NYC Fashion Week

- Glamour magazine and L'Oreal USA are collaborating with marketing technology provider SpyderLynk to offer "Snap-to-Buy" mobile purchases in taxis during New York Fashion Week. Potential customers will be shown "how to" videos featuring L'Oreal's products during taxi rides, and will have the option to make instant purchases using SpyderLynk's SnapTag technology.
- To make a purchase, users scan the SnapTag with their mobile phone's camera, and can then choose to buy instantly or save the product details. Users only need to enter their credit card details into the system once, and these are then stored in an encrypted digital wallet allowing future single click purchases. SnapTags also allow users to 'like' a product on Facebook, find further product information and obtain or redeem offers.

See report [here](#) and press release [here](#)

3.4 Facebook's deal with Bango

- Bango, a billing and analytics provider, has signed an agreement to provide payment services to Facebook. Few details are currently publically available, but this move suggests Facebook may be working on developing mobile payments and carrier billing for Facebook Credits.

See report [here](#)

4. RECENT REPORTS FROM THE REST OF THE WORLD

4.1 PayPal trials QR code mobile payments in Singapore

- PayPal is trialling a new mobile payments solution at 15 subway stations across Singapore. To make a purchase users simply scan a QR code on a billboard or poster, and then pay by logging into PayPal or using a credit card.

See report [here](#)

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