

| [SEARCH BLOG](#) | [FLAG BLOG](#) | [Next Blog»](#)

Mobile Commerce News

Friday, October 19, 2007

Mobilians International Enters U.S. Mobile Payments Market

Mobilians International has announced its entry into the U.S. - bringing with it what it describes as "a compelling new online payment method, already successful in Asia, that allows a consumer to buy items online and use the mobile phone and mobile account for quick, easy transactions with no credit cards required." The company expects to commence active payment transactions with online merchants in the first quarter of 2008.

The fully-assembled Mobilians executive team includes seasoned wireless and payments industry experts from Sprint Nextel Corp., CyberCash, CyberSource, Transaction Network Services, and Mobilians Co. Ltd. of South Korea. This mix of proven talent makes Mobilians uniquely qualified to connect wireless telecom carriers with online retailers to offer U.S. consumers the convenience of making secure online purchases simply with a mobile phone.

With offices staffed in the Washington D.C. area and San Jose, Calif., a top-tier data management center, and back-office support systems already in place, Mobilians International is in active discussions with many U.S. mobile carriers who are expressing interest in this solution that brings more utility to the mobile phone. The company expects to commence active payment transactions with online merchants, using its core systems, in first quarter of 2008.

Over the past six years, Mobilians experts have perfected the interface between online merchants and mobile phone carriers, utilizing the company's sophisticated, unique software algorithms that power a robust fraud and risk management engine. Consumers are able to confidently use its MobiCash™ payment service knowing that Mobilians screens and authenticates every online transaction in real time to ensure safe, secure payment transactions utilizing mobile phones.

For mobile service providers, Mobilians offers new revenue opportunities by connecting them to the online world of e-commerce, and monetizing it through revenue sharing with Mobilians. It also offers carriers the ability to increase subscriber

Recent Posts

[10 Advantages Of Buying A Cell Phone Online](#) - Oct 20

The mobile or cell phone is a revolution in the modern world. It is a luxury and convenience. It...[\(more\)](#)

[Mobilians International Enters U.S. Mobile Payments Market](#) - Oct 19

Mobilians International has announced its entry into the U.S. - bringing with it what it describes...[\(more\)](#)

[Western Union, GSMA Partner for Global Mobile Money Transfer Service](#) - Oct 18

The GSM Association (GSMA), a global trade association representing over 700 GSM mobile phone...[\(more\)](#)

[Sprint shows desire to assist in NFC development](#) - Oct 17

Sprint has joined the international smart card specification organization GlobalPlatform, signaling...[\(more\)](#)

[BB&T Selects ClairMail, mFoundry for Mobile Banking](#) - Oct 17

BB&T has announced it is the first customer of a new partnership between ClairMail and mFoundry...[\(more\)](#)

Widget by [Beautiful Beta](#)

Interesting Sites

[Business Telecommunication](#)

Labels

[Conference](#) (2)

[Contactless Payment](#) (3)

[m-commerce](#) (10)

[Payment Platform](#) (4)

[Smart Card](#) (2)

retention by helping their customers leverage mobile technology as an attractive, convenient, safe, and fast way of buying goods and services online.

"We're helping mobile service providers monetize e-commerce transactions in their favor, complementing their core mobile business," said Pragnesh Shah, chief executive officer of Mobilians International and former vice president of product innovation for Sprint Nextel. "Our mobile payments solution is already proven in Asia, where we have six years of experience consistently leading the market. What we are offering here in the U.S. today is a fresh opportunity for mobile service providers and their customers. For the mobile service providers, benefits include the ability to leverage their existing technology and processes to quickly tap into the previously unreachable revenue streams of PC-based, non-mobile digital purchases. We are actively facilitating these exciting opportunities with our carrier partners."

For online merchants, Mobilians International instantly expands their market reach to end users and families without credit cards, those fearful of using credit cards for online purchases, and to transactions previously considered unsuitable for online payment, such as purchases under \$10. Mobilians will bring more qualified users to online merchants' sites through its service provider relationships, and will help reduce the high "shopping cart abandonment" rates that exist in the online world.

Consumers using Mobilians International's mobile payment product, MobiCash™ can enjoy the convenience of no required registration and benefit from the safety and security of Mobilians' proven systems. Years of Mobilians anti-fraud experience are built into MobiCash™, protecting customers from phishing, pharming, and identity theft, which are all real concerns with credit cards. Users will enjoy peace of mind while making online purchases utilizing their mobile phone.

Labels: [m-commerce](#), [Payment Platform](#)

0 comments:

[Post a Comment](#)

[Newer Post](#)

[Home](#)

[Older Post](#)

Subscribe to: [Post Comments \(Atom\)](#)

Archive

Archive

1 readers

BY FEEDBURNER
