

Press Release :

Paris, the 8th of July 2009.

MobiNear in the News :

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MobiNear announces a multi-service platform based on contactless transportation cards.

“The contactless transportation cards are now present in millions of users' pockets” said Christian Chabrierie, founder & CEO of MobiNear,

“By adding a connection to a multi-service platform, it is now possible to deploy applications for the masses.”

The applications are nearly endless like, for example:

- Micro-payment,
- Dematerialized loyalty card,
- Coupons,
- Gift card,
- Subscriber card,
- Public Library card,
- Swimming pool card,
- On-line ticket purchase,
- Fast track tickets,
- Building access control,
- Hotel room key,
- Tourists flow management,
- Museum pass,
- Meal vouchers,
- Automatic Vending Machines (AVM),
- Automatic lockers,
- etc.

New scenarios based on the use of contactless transportation cards are now possible as, for example, micro-payment or a kid's account re-credit by a third party via mobile or online.

In the region of Paris - France, the contactless transportation card has now become a common object of the pockets of more than 5 million Paris region inhabitants.

This is one of the biggest installed base of contactless transportation cards in Europe.

By adding a connection to a multi-service platform, it is possible to launch today highly volumetric applications without any roll-out or cards' management cost.

Furthermore, the business model is disruptive because it is based on fixed annual service fees at the opposite of the per transaction fees of the classic credit card payments.

Finally, exclusive pre-paid payment systems have the benefit, for the issuer, to generate cash.

A demonstration of the multi-service platform based on contactless transportation cards is available at "L'Echangeur" (<http://www.echangeur.fr>).

Equipped with a NFC (Near Field Communication) reader, the MobiNear Box kiosks can read NFC mobiles or NFC cards.

This allows the deliberate user identification at the points of sale.

Featured with a keyboard, MobiNear Box kiosk enable the capture of a personal (PIN) code.

MobiNear Box kiosks are therefore an excellent in-situ CRM tool.

So, you can extend your CRM relationships right in the points of sale.

For further informations on MobiNear PayGO multi-service platform based on contactless transportation cards :

<http://www.paygo.eu>

Reference:

Map of the inventory of the NFC projets in France:

[http://maps.google.com/maps/ms?](http://maps.google.com/maps/ms?hl=fr&ie=UTF8&msa=0&msid=115289361368115011066.00046ad0b64bf4e0d1e11&source=embed&ll=50.120578,1.362305&spn=5.946408,19.753418&z=6)

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Source: Forum des services mobiles sans contact (<http://www.forum-smsc.org>)

About MobiNear :

MobiNear provides Solutions for proximity Mobile communications.

"proximity Mobile communications" or "near Mobile communications" include short range communication technologies like Bluetooth, BlueNFC, WiFi & NFC.

About BlueNFC:

MobiNear BlueNFC enables to now deploy "NFC-like" applications with existing standard Bluetooth enabled mobiles.

<http://www.mobinear.com/corporate/MobiNearBlueNFC.html>

All MobiNear's technologies are either Patented or Patent pending.

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For more information about MobiNear: <http://www.mobinear.com>