

Qpass to Launch Simpay-Compliant Mobile Commerce Software

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Qpass, the proven provider of mobile commerce software, today announced it will launch Simpay-compliant payment components in its Services Management software. Qpass will be available to assist operators with Simpay market trials and testing. Qpass will also serve as a resource to Simpay for insight into the US market, where Qpass is the dominant provider of mobile commerce software, serving seven of the leading mobile operators, including Cingular Wireless, AT&T Wireless and Nextel.

Simpay is a mobile payment scheme founded by Orange, Telefónica Móviles, T-Mobile and Vodafone to facilitate payment for mobile commerce transactions through the development of an open and interoperable mobile payment solution. The solution provides payment and settlement services, and allows subscribers to make purchases through their mobile operator-managed accounts.

"We welcome the support of Qpass for the Simpay scheme," said Tim Jones, Simpay CEO. "Simpay is a global initiative, and we are delighted by the addition of Qpass to the community of vendors seeking to offer Simpay-compliant software to mobile operators."

To facilitate both the testing and launch of the Simpay service, Qpass will support the following Simpay-defined functionality in its Services Management software:

- * Mobile Payment Issuer (MPI) interface, which enables consumers to make micro-payments to all participating merchants using their pre- or post-paid mobile account as the source of funds;
- * Mobile Merchant Acquirer (MMA) interface, which links participating merchants to the payment scheme.

"Qpass believes that mobile commerce and service delivery platforms must support every possible payment method, so adding Simpay functionality to our software is a natural for us," said Qpass CEO, Chase Franklin. "Our customers will be able to enable their entire premium services business, both on- and off-portal, with one comprehensive platform solution."

Qpass Services Management software provides leading mobile operators a highly flexible solution to optimize revenue from premium services and applications. The software is the fundamental driver of premium data and service delivery programs, enabling product offerings such as ringtones, games, and premium messaging.

Qpass customers achieve market-leading results by being able to quickly and easily integrate tens of thousands of premium data services and applications into their billing and CRM systems. Over the past 18 months alone, operators have achieved sales increases of more than 3,500% with Qpass software, driving premium data services business worth hundreds of millions of dollars per year. Qpass' Services Management software puts operators in control of their mobile commerce business and allows them to offer innovative value-added services across any type or generation of network.

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About Qpass

Qpass, headquartered in the US and with offices in Europe, is the proven and preferred provider of mobile commerce software for leading mobile operators. Qpass customers collectively reach more than 70 million subscribers today. These operators, including Cingular Wireless, AT&T Wireless, Nextel, Alltel and Dobson, use the Qpass Services Management software as an overlay to existing business systems. The software efficiently manages mobile commerce payment and settlement, content partner relationships, service bundle creation and customer care in mobile or Wi-Fi networks. Today more than 150 content partners and aggregators are integrated with Qpass software, delivering over 10,000 applications to mobile users. For more information, visit www.qpass.com.

About Simpay

Simpay was founded in 2003 by Orange, Telefónica Móviles, T-Mobile and Vodafone. It was created to drive m-commerce through the creation of a payment scheme that allows customers to make purchases through mobile operator-managed accounts. The name, Simpay, distinguishes the company as a separate entity from its founding members and establishes the brand as a mobile payments company. The Simpay brand signifies the simplicity with which mobile commerce transactions will be made in the future and defines a new function for mobile phones around the world. For more information please visit: www.simpay.com.

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