

## Press Release

### **Mobile Payment: Euro-Success Crandy enters the U.S.-Market!**

**Crandy** is a mobile phone-based payment system which enables consumers to pay parking tickets, get a drink at their local dispensing machine without any cash hassle or make P2P-transactions. At the same time **Crandy** provides merchants with low transaction fees, loyalty programs and viral marketing possibilities.

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**Crandy** ([www.crandy.com](http://www.crandy.com)) is a german based mobile payment system with more than 350.000 users in five European countries. Now it starts in the US. with a variety of functions.

#### **How does Crandy work?**

Users can automatically registrate by simply calling the **costfree number 1-866-283-0005**. This opens their free mobile bank account and they will receive a registration sms. From then on their mobile number is also their **Crandy** account number. **Crandy** works with every existing mobile phone. There are no added hardware or software modifications necessary. And there are no annual or registration fees involved.

**Crandy** users can top up their **Crandy** account by credit card and then transact money anonymously to other Crandy users. They can purchase at various vending machines and they can soon pay their parking tickets using **Crandy** - in Europe already an established method of payment. Mobile Parking with **Crandy** is currently used in Gent / Belgium and Cologne / Germany.

**NCS** also offers **Mcells** ([www.mcells.net](http://www.mcells.net)) to the U.S.-Market, an e-Wallet which banks can easily connect and consequently add to their existing payment systems. Mcells works as a white label ASP-solution, which is hosted in a secure, bank standard-compliant Data Center in Germany.

#### **Mobile payment in the U.S.**

As of now the U.S. is trailing behind in M-Payment and M-Commerce. Europe and Asia are moving faster in these markets. But the U.S. is catching up already. According to a "Consumer Payments Survey," commissioned by MasterCard and conducted by Ipsos\* in Juli 2006, more and more American consumers are carrying less and less cash.

A survey from Visa USA, reported in Bank Systems & Technology\*, shows that especially younger Americans may finally be willing to use their mobile phones as a method of payment. Of the 800 respondents, 77% said it would be difficult to get through the day without their mobile phones, and that they are twice as likely to carry their mobile phones than cash – a factor that jumps to four times in the 18-to-34-year-old age group. More than half of all respondents said they prefer electronic payment methods so they do not have to carry cash, while 61% of the respondents ages 25 to 34 said they were interested in making purchases via their mobile phones.

Japanese mobile payment systems see this trend and enter the U.S. market using Near-Field-Communications (NFC), but this will only work with special handsets which have to

be purchased first. With **Crandy** the first comprehensive, carrier-independent mobile payment system enters the U.S. market right now.

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*\*Source: eMarketer, August 2006 "US Payments Rely on PINs, Not Coins"*

Krefeld 2006-10-09

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