



PRESS RELEASE

MOBILE CONTACTLESS

Mobile operators set to distribute one million Cityzi NFC mobiles in 2011

Cityzi NFC¹ handsets herald the arrival of secure contactless services including payment, transport, loyalty programmes and money-off coupons

Paris, 14 February 2011 – Fresh from the successful commercial NFC launch in Nice and the announcement of the first nine big French cities that will soon offer their residents contactless services, Bouygues Telecom, NRJ Mobile, Orange and SFR (AFSCM-member telecom operators) have joined forces to announce their aim to make Cityzi NFC mobiles widely available across France.

One million Cityzi handsets will be sold in 2011. Cityzi is a strong brand which stands for security, simplicity and end-to-end service quality, thanks to its partner service operators.

DAY-TO-DAY SERVICES

Now that Bouygues Telecom, NRJ Mobile, Orange and SFR are marketing Cityzi handsets and SIM cards, French users have the chance to access day-to-day services on their Cityzi mobiles, such as:

- **bank payment** for use at retailers equipped with compatible payment terminals,
- **public transport**: passengers can buy fares remotely and validate them with their mobiles, get real-time access to bus and tram timetables, etc.,
- **money-off coupons** including loyalty cards for their favourite shops,
- **interaction with the urban environment**, via Cityzi tags (tourist information, on-demand advertising, etc.)

Like an e-wallet tucked into nearly every French person's pocket or bag, the mobile phone will make these services become easily accessible on demand as they are rolled out across French cities.

AN OPEN AND STANDARDISED APPROACH ENABLING A SUSTAINABLE ENVIRONMENT

The services will be embedded on the Cityzi SIM card, making them secure (in line with the strictest current standards), transferable between handsets, and safeguarding user data confidentiality.

¹ AFSCM's technical specifications are available on the organisation's website <http://www.afscm.org/en/specifications/>

The launch of Cityzi mobile contactless by Bouygues Telecom, NRJ Mobile, Orange and SFR marks the culmination of a several-year-long project with partners from the worlds of transport, banking, retail and local authorities. This open approach has resulted in a coherent and sustainable ecosystem which incorporates the specific features and responsibilities of each player.

AN EVER-INCREASING NUMBER OF APPLICATIONS

New applications can be downloaded remotely via the telecom operators' networks to the SIM cards of Cityzi customers, who will get to choose from an increasingly broad range of services from the project's partners.

LATEST GENERATION HANDSETS

In 2011 leading mobile handset manufacturers will be offering a wide range of contactless mobiles including conventional handsets and smartphones. The availability of the newest handsets and services in tune with customers' needs will ensure that mobile contactless uses become widespread in the French mass market this year.

ABOUT AFSCM (FRENCH ASSOCIATION FOR CONTACTLESS MOBILE - WWW.AFSCM.ORG)

AFSCM is a non-profit organisation which aims to facilitate the technical development of interoperable NFC mobile applications and promote their benefits to the general public, service operators and technology firms. Established in 2008 by Bouygues Telecom, Orange France and SFR, AFSCM now counts among its members established and virtual mobile telephony operators (NRJ Mobile), service operators (Airtag, BNP Paribas, Crédit Mutuel-CIC, LaSer, Société Générale, Veolia Transport) and industrial partners (Atos Worldline, Connectings, Gemalto, Innovision Oberthur Technologies, Orange Business Services, Prylos, Safran Morpho, Snapp').

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