

UBI Banca starts experimentation with mobile payments at Varese
The third largest Italian banking Group creates an ecosystem of evolved payments in partnership with Smart City Lombarda

Varese, 21st January 2013

It will be enough to simply place a smartphone close to the POS terminals of numerous shops in Varese to make a purchase. The **UBI Banca-Banca Popolare di Bergamo “Enjoy Mobile Payments” project** officially commences with the delivery of 50 **devices enabled for contactless payment** to the first **50 representatives** of institutions (the full number will be approximately 500), of town citizens and customers. These are **equipped with a SIM card in which the data of a prepaid UBI Banca Enjoy card is memorised.**

The project was presented by **Victor Massiah, CEO of the UBI Banca Group**, together with **Giuseppe Masnaga, General Manager of Banca Popolare di Bergamo**, in the presence of the municipal authorities and representatives of the local financial and economic community, including the **Councillor for Tourism and Commerce of the Municipality of Varese, Sergio Ghiringhelli, the Chairman of the Varese Chamber of Commerce, Renato Scapolan, and the Secretary General, Mauro Temperelli and the Director of Lab#ID (LIUC – Cattaneo University) Luca Mari.** He confirmed the bank’s commitment to innovation at the service of customers.

Enjoy Mobile Payments uses near field communication (NFC) technology and by means of a virtual replica of a UBI Banca prepaid Enjoy card inside the telephone SIM card of a new generation smart phone, it allows contactless payments to be made in shops equipped with a POS terminal with this technology (constantly on the increase in Varese, with over 300 devices currently enabled).

This is an innovation which therefore profoundly changes the purchasing experience and will help to **further accelerate the hoped-for changeover from conventional money to electronic or virtual money** as the expected spread of smartphones increases: **32 million** estimated on the Italian market for 2012, which will grow to **50 million** in 2015.

But that is not all. UBI Banca and Banca Popolare di Bergamo have worked side-by-side with **Lab#ID**, the LIUC University Centre of excellence for RFID and with the municipal authorities contributing to enhance the important VareseSmartCity initiative, the focus of significant effort at local level for many years and this will regard not just payment systems, but also other areas such as services to citizens, transport and entertainment.

The **UBI Banca Group’s efforts to develop this market** started with a positive experience commenced by **UBI Banca Popolare di Bergamo**, in co-operation with **Lab#ID**, for the

implementation in universities of a multifunction card designed for students, lecturers and administrative staff for access to university services using contactless technology.

It is therefore a systemic and structured approach in which the UBI Banca Enjoy Mobile Payments initiative has played a fundamental role in **creating the first “Mobile Payments Ecosystem” in Italy** thanks to co-operation with the public administration, the economic and financial community and the local academic world.

The UBI Banca Group’s **objective** is to transfer the Varese experience and make it **available to the public at large** in other **Italian towns and cities in 2013, with the full national commercial launch in 2014.**

The UBI Banca “**Enjoy Mobile Payments**” project received important assistance from leading companies in the sector, **committed to exploiting NFC technology** in the payment systems sector: **Vodafone** (a major world telecommunications Group, with the 400 million customers in 30 countries), **CartaSi** (a leading company in the payments market and active for some years now in the development of mobile payment solutions in the payment card sector) and **SIA** (a primary international payments processor, which specialises in the design, implementation and operation of innovative solutions designed to create interoperability between telcos, banks, firms and service providers).

Samsung also made available its Galaxy SIII smartphone for this pilot phase.

Multimedia and further information on the subject are available here:

<http://ubibanca.socialrelease.it/ubibanca/ubibanca-perigiovani>

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