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ViVOtech's NFC Technology Enables du and Dubai First to Successfully Continue Roll-Out First Mobile Payment Pilot in the Middle East and North Africa

Silicon Valley-based ViVOtech, the leader in Near Field Communication (NFC) and contactless payment systems, announced that its NFC mobile payment wallet, Over-The-Air (OTA) provisioning and NFC payment readers are being successfully used by Dubai First, a Dubai Group company and du, the UAE's integrated telecom services provider, in the first NFC mobile payment pilot in the Middle East scheduled to continue till the second quarter of 2010.

During the trial phase, identified Dubai First Platinum MasterCard customers will be able to download their credit card functionality securely to specially equipped mobile handsets over du's mobile network. Once the handset has been personalized, customers could conduct transactions using their du mobile connections at multiple MasterCard PayPass(TM) enabled merchant locations in the United Arab Emirates.

The first pilot group is in the process of receiving special handsets from du in the next 2 weeks; facilitating the use of this unique technology at MasterCard PayPass(TM) enabled merchant locations across the UAE.

ViVOtech technology was chosen to facilitate every step of this trial:-- ViVOtech Issuing Servers residing at Dubai First enabling the secure Over-The-Air (OTA) provisioning of credit cards to mobile handsets-- ViVOtech Control Servers managing the provisioning and service of electronic wallets in the mobile handsets-- ViVOwallet electronic wallets in the handsets.-- And ViVOpay NFC readers at merchants throughout UAE.

"We are delighted to be the end-to-end technology provider of this first NFC mobile payment pilot in the Middle East region," said Michael Mullagh, ViVOtech CEO. "With this initiative, du and Dubai First are laying the foundation of bringing empowerment to consumers in the UAE with the most innovative and contemporary method for business transaction via mobile-commerce." To date, ViVOtech has enabled more than 35 NFC phone pilots globally. ViVOtech's NFC mobile payments, promotions, Over-The-Air (OTA) provisioning infrastructure software, transaction management software, NFC smart posters and contactless terminals are part of the company's end-to-end solutions that complement and complete mobile e-commerce networks and their ecosystems.