



March 5, 2010

Gemalto and ViVOtech Speak Out on Mobile

<http://www.consumerelectronicsnet.com/articles/viewarticle.jsp?id=1006384>

PYMNTS.com featured two interviews this week with leaders in the NFC space. The first, with Mohammad Khan President and Founder of ViVOtech, in which Khan says that “the three most important [mobile] applications will be NFC mobile payments, mobile loyalty programs and merchant-driven mobile marketing and merchandizing.” Khan sees the future of payments shifting toward mobile as consumers grow increasingly attached to their devices. Jean-Louis Carrara of Gemalto describes NFC as the most significant breakthrough in the payments space since it will get users accustomed to the use of mobile wallets and accelerate the adoption of mobile financial services.

The full interviews can be found here:

<http://www.pymnts.com/5-burning-questions-vivotech-s-mohammad-khan/>

<http://www.pymnts.com/5-burning-questions-gemalto-s-jean-louis-carrara/>

PYMNTS.com promotes the companies, products and people that drive "what's next" in payments, worldwide. PYMNTS.com is a joint venture between Berkshire Hathaway's Business Wire and Market Platform Dynamics. In the two months since its launch, PYMNTS.com has assembled a very large and highly engaged community of relevant (and senior) industry executives and opinion makers across the payments ecosystem who regularly click on its newsletter, visit the site, and spend a lot of time there. PYMNTS.com has become the "hub" for payments innovation for those whose core business is payments and for those who view payments as central to their own commerce capabilities.

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MPD works with both incumbents and new entrants, offering a unique lens into the dynamics that shape the competitive playing field. In addition to traditional consulting-based services, MPD's Catalyst Ventures provides intellectual and human capital to new firms. MPD's experts include economists, econometricians, product development specialists, and strategic marketers who apply cutting-edge business theory and statistical methods to the practical problems of building and growing a profitable catalyst business. MPD is headquartered in Cambridge, MA, and has offices in London and Hong Kong.

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