

PRESS RELEASE

How about buying movie tickets with your mobile phone?

With the collaboration of E-GÜVEN and Toro, Near Field Communication (NFC) is now in Turkey. Credit cards, Akbil, concert and movie tickets, club and loyalty cards are now in your mobile phone. NFC technology enables you to buy a movie ticket just by closing up your mobile phone to a movie poster.

Turkey's first Electronic Signature Service Provider E-GÜVEN, brings NFC market place to Turkey. With the NFC market place, mobile payments will become widespread and mobile phones will be making our lives even easier. With the collaboration of E-GÜVEN and Toro, the first NFC market place in Turkey will be built and the users will enjoy the ease of mobile payment.

How Does NFC Work?

NFC technology, similar to Bluetooth technology, enables users to transfer their credit card information and actively use it in a secure environment. Unlike Bluetooth, NFC works not only between two mobile phones, but also one mobile phone and an NFC receiver. Also only one active device is enough for NFC technology to work.

With this technology, closing up your mobile phone to the Akbil machine will be enough to get on a bus. Similarly to buy a ticket for a movie, you will be closing up your mobile phone to the movie poster. But first of all you need a mobile phone that is compatible with NFC technology.

General Manager of E-GÜVEN, Can Orhun said: "NFC technology, like in the whole wide world, becoming widespread in Turkey. It's the future technology of communication and payment. At this point it is very important to make sure that this

technology reaches everybody with the help of all technology providers. We are happy to announce our collaboration with Toro, and bring this mobile platform to Turkey. NFC market place will make huge advances in mobile marketing too. Mobile payment application providers will have a platform for their services and users will reach all the applications form a single platform. This platform can also be entegrated with social networks and bring together all the stakeholders of NFC applications.”

Managing Director of Toro Turkey Marcel Ficken “emphasizes on the importance of the distribution platform and its user friendliness for NFC technology to gain popularity. Customer experience must be understood as the value added generated by the new distribution channel offered by NFC and the opportunity to highly adapt services to customers’ preferences. I’m delighted that E-Güven will bring this “last brick for NFC” to the Turkish market using Toro’s Akami Suite NFC distribution platform, Mobile Wallet, Widgets and AppStore. NFC will potentially change the game of mobile marketing today: from PUSH marketing to PULL marketing, while more and more NFC handsets are available.”

For further information please visit www.toro-turkey.com and download the white paper “The last brick for NFC” by Frost & Sullivan.