

Gomonews.com

@Hit Barcelona AcCells contactless payment

Posted by [Bena Roberts](#) on Jun 17, 2009 14:31

Tags: [accells](#), [mchek](#), [mobile payments](#), [NFC](#)

[AcCells](#) caught my eye immediately at Hit Barcelona but not for any good reasons. I saw the demo from a distance and it looked like the man was putting a phone into an egg case black ugly thingy and I wasn't sure what was contactless about that....

So I had a closer look and soon found **Director of Strategic Marketing Ronen Shoval**.

I asked Ronen to give me a demo.

He put the phone in the egg cup black thingy again and then printed out a ticket for me with all the phone's information on it:

Current Time

IMSI Number

IMEI Number

Dial *#06# to verify your phones IMEI

I looked at him and said, "great but what does that mean and putting the phone in the egg thing is not contactless".

He smiled and then we got into the meat of the solution.

In short, the egg thing is a payment POS system that is still in the very early stages. It will be contactless shortly -but not today.

The benefits of this service is that it is a secure payment solution that is based on SIM technology. This means that it can work on ANY phone and not only NFC phones (for example).

The consumer goes to pay hands over the phone, the phone is swiped and a receipt with the IMEI details can be printed for security. The user is then asked to type a PIN number in to the phone and the transaction is made.

What we think?

I think this is interesting as no special phones or services are needed. I know that AcCells has partnered with [mChek](#) in India for authorisation with the SIM Toolkit and I am not sure if more partnerships such as these will be vital moving forward for the service to succeed.

But mobile payments are vital and this is a great offer considering it was tested with such an old mobile device that was falling to bits. This could help mobile payments in developing countries or in the grey device market - where saving money is paramount to mobile calling.