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### **Innovator pitch #3: AcCells**

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Israel-based [AcCells](#) is the first to pitch in the 'carrier infrastructure or VAS platform.' COO Eduardo Shoval described the solution as a mobile identification device that had a "limitless" number of applications, including access control, ticketing, money transfer, ATM and point of sale. However, he said the company would focus initially on m-commerce, recently announcing a deal with India's mChek, a mobile payments platform. Shoval said, AcCells represents a "new paradigm" in contactless technology that could replace existing NFC and SMS solutions, which he criticised as not being either fast enough or secure enough. He estimated that the market for the solution was worth some US\$2.5 billion.