



## **ACCELLS TO DELIVER A BREAKTHROUGH CONTACTLESS TECHNOLOGY**

**AcCells' technology will allow cellular users to be automatically identified by presenting any standard mobile phone at the Point of Sale (POS), connected by the standard cellular network with no need for any special infrastructure.**

**Barcelona, Spain, February 16, 2009** — AcCells, a developer of contactless technology for the mobile phone industry, today announced its new technology designed to meet market needs and provide cost effectiveness for mobile payment applications including point of sale (POS) mobile payment and mobile money transfer (MMT).

"Since the start of mobile industry, it has been anticipated that mobile units will become a new form of personal identification, replacing today's ID cards. Through the years, many lucrative applications have been developed using the mobile phone for commercial (M-Commerce) purposes as well as for personal identification" said Eduardo Shoval, AcCells CEO. "None of these commercial /identification applications have succeeded to date. These applications have failed because the current solutions lack simplicity and standardization. Moreover, they are too complicated for deployment and raise security issues."

AcCells' mobile identification device (mID) enables recognition of any type or technology of cellular handset. It is placed at the POS, and acts as a sterilized base station (monocell) as part of the cellular network itself. AcCells' system also includes a server (IN/CAMEL integrated), which is placed at the mobile network operator and/or value added services Providers. AcCells' solution offers an **innovative way to resolve** the inherent problems facing the current GSMA initiative and, as a result, to achieve the expected market growth:

- AcCells utilizes the accepted cellular network standard – there is no need to establish a new dedicated standard for mobile payment.
- AcCells utilizes the existing high secured handset identification, authentication and the regular encrypted processes at the cellular network.
- AcCells utilizes the existing cellular network deployed worldwide, with no need for a new communication network.
- AcCells utilizes the regular handsets used by 4 billion mobile users - no need for handset upgrades or instructions for the end user. The handset just needs to be presented to the POS and it will be automatically identified.



### **About AcCells**

AcCells was launched by seasoned and prominent technologists to commercialize a breakthrough innovation that lays the foundation for a new paradigm in mobile payments. AcCells's revolutionary approach allows the industry to achieve fast, secure mobile payments for all mobile phone owners without upgrading the existing installed base or limiting the market to credit card holders. AcCells will pave the way for industry growth by preventing the enormous cost of upgrading while expanding the potential end user market.

*AcCells was founded with the vision of becoming **the leading provider of contactless technology in the mobile phone industry.***

For additional information about the company, please, email [shovaler@netvision.net.il](mailto:shovaler@netvision.net.il) or visit [www.AcCells.com](http://www.AcCells.com) (in construction).