



Zenius Solutions enables interactive NFC on current GSM phones

NFC ADD-ON WITH ZENIUS SOFTWARE RETROFITS MOBILE PHONES FOR PAYMENT AND MORE

SILICON VALLEY, October 19, 2009 -- Zenius Solutions, a leading NFC software company, today announced the integration of its software to an NFC add-on for GSM phones, offering the ability to easily enable interactive NFC capability on current mobile phones. The solution expands on current NFC offerings in the market by supporting multiple NFC applications, providing control to the user from the handset screen, and supporting remote provisioning of NFC applications.

NFC payment capability is achieved by adding a BLADOX Waver product running ZeniusMobilePay software to supported GSM phones, enabling secure Mastercard PayPass, Visa payWave, American Express ExpressPay and Discover Network Zip EMV and non-EMV Contactless transactions. The solution provides a breakthrough for the NFC industry, enabling the installed base of millions of GSM mobile phones to be retrofitted for interactive NFC.

The Zenius-enabled BLADOX Waver solution fits into the phone's SIM slot along with the original SIM card. The add-on seamlessly and securely integrates with wallet applications on the mobile phone – allowing a consumer to control and access multiple applications dynamically, providing the same functionalities available in NFC capable phones.

"Zenius breaks impasses that the NFC industry has faced for years. Here, we address the lack of interactive NFC-enabled mobile phones. This add-on with integrated Zenius software opens new revenue streams for card issuers, Mobile Network Operators (MNO), Trusted Service Managers (TSM), and numerous closed-loop solution providers," noted John Wiese, CEO of Zenius Solutions.

The application combinations that could be loaded remotely onto the Waver are diverse and endless, and the Zenius software design ensures that multiple applications – such as transport, payment, and coupons - will be interoperable and compatible. Zenius supplies EMV and non-EMV payment software, as well as a suite of closed-loop applications, to mobile wallet providers, issuing banks, merchants, and add-on hardware manufacturers.

"Together with Zenius, we are happy to deliver a real and tangible value proposition for consumers and service providers. The time for widespread NFC payments using the BLADOX Waver add-on is here," said Tomas Orlik, Director of Marketing and Business Development at BLADOX. "Our solution is a disruptive technology that extends near-term opportunity to a variety of industry players," added Wiese.

Zenius – which recently released software to emulate and accept contactless payment cards on Nokia NFC capable phones – noted that the Zenius-enabled BLADOX Waver can interface with platforms including the Apple iPhone, Google Android, and RIM BlackBerry. A complete list of phones is available from Zenius.

For more information, please contact Jenny Rae Cortese, Vice President of Marketing for Zenius Solutions, at +1-(404)-312-5150 or visit www.zeniussolutions.com.



About Zenius Solutions

Zenius Solutions is the world's leading provider of software solutions that alleviate friction in the Contactless/NFC ecosystem by providing value to various market players. In addition to mobile applications, Zenius offers portable, affordable applications and frameworks for embedded ICs, NFC add-ons, POS terminals, and network service providers. The company also offers expert consulting and custom development. Zenius Solutions is headquartered in Silicon Valley.

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