

Go Mobile with your Money

Contactless Mobile Payments with PayPics™

Mobile payments will likely emerge as the way to pay, ultimately eliminating our dependence on credit and debit cards, checks—and even cash. Mobile devices are revolutionizing how consumers monitor finances, make purchasing decisions and pay for transactions.

Mobile payments represent one of the fastest growing segments of the payment services market, with nearly 15% of consumers indicating that they have made a purchase with a mobile device. It is estimated that there were over 81 million mobile payment users in 2009 and this number is forecasted to grow to over 490 million by the end of 2014.

Mobile Payments: Opportunities and Hurdles

Because the consumer is the driver of the demand for mobile payments (over 80% of people view contactless mobile payments appealing), no one is debating mobile payments will happen. However, there are still hurdles to overcome including: security, privacy, and implementation cost.

For example, merchants are concerned with the need to upgrade point-of-sale terminals to accept mobile payments, and some consumers are leery of using alternative payment technology because of data-security concerns.

To overcome the cost concerns most industry analysts favor mobile-commerce methods such as SMS text messaging, Web-browser applications, or downloadable applications because they involve fewer costs.

And the privacy and security concerns are best mitigated by ensuring that the consumer has to provide a minimum of personal information to complete the payment transaction.

PayPics Mobile Payments

PayPics is an innovative new mobile payment service that makes paying for goods and services as easy as taking a picture with a smartphone. Consumers take a picture of a barcode image (a Microsoft Tag™) and pay for goods and services with their PayPal account.

The transaction can be completed with as little as one click, and the merchant system is immediately notified of the transaction status. Most importantly, there is no need for the consumer to provide credit

card information, PayPal credentials, or a mobile phone number to the merchant (or to the PayPics service for that matter).

PayPics can be used at the point-of-sale and online, and is perfect for retail categories such as: parking, movie tickets, event registration, and Internet shopping.

How It Works

The point-of-sale system or an ecommerce application simply displays a barcode image (generated by the PayPics service) to the consumer.



As shown in the image below, once the user snaps the barcode image they validate the transaction details, on their mobile device, and then click on a "Checkout with PayPal" button.



If the consumer has preapproved payments via the PayPics service, the transaction is immediately completed by PayPal. Otherwise, the user is redirected to the PayPal web site where they can securely enter their PayPal credentials for each transaction.

The point-of-sale system or ecommerce application is notified of the payment results via a secure out-of-

band channel, and can then complete the transaction.

PayPics Advantages

SECURE. PayPics leverages the consumer's PayPal account, which is a trusted, global payment services brand in use by more than 150 million consumers.

EASY-TO-USE. PayPics is the most convenient, easy-to-use contactless mobile payment method available today. The consumer simply takes a picture of a barcode image using the camera on a standard smartphone.

EASY-TO-IMPLEMENT. Simple OAuth-based integration framework makes it easy for point-of-sale systems and ecommerce applications to quickly and easily implement PayPics.

ADVANCED FEATURES. PayPics offers the following key features and benefits:

- Takes advantage of the growing use and acceptance of 2D barcode images.
- Does not require the user to disclose credit card information, PayPal credentials, or mobile phone number to any third-party.
- Does not rely on SMS messages or other data sent to/from the mobile device.
- Transactions can be completed with just one click.
- Transactions can be tied to a specific physical mobile device (great for high-value transactions and for more secure Internet shopping).
- Great for alternative gift card, loyalty, incentive or discount programs. Consumers simply take a picture of a bar-code image to access gift card balances or to take advantage of a discount offer.
- Full support for both purchases and refunds through a simple API.
- Merchant can open a simple PayPal personal account (or use an existing PayPal personal, premier, or business account). No additional merchant account required.
- Provide students and other individuals who don't have access to credit/debit cards or wish to pay with cash, with a mobile payment option.
- Great for kiosks and other on-site applications.
- Support for all iPhone™ and Android™ devices, and any other smartphone that can download and use the Microsoft Tag Reader application available at www.gettag.mobi (with PayPics pre-approved payment option).

About Razoron Mobile

Founded in 2009, Razoron Mobile is a software company and creator of the RAZCODE, a digital token encoded in a Microsoft Tag™ two-dimensional barcode that turns the simple act of taking a picture with a smartphone into a powerful tool for mobile payments, mobile health, and mobile authentication applications.

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