

## **Tyfone to speak in first forum on alternative NFC mobile payment solutions in Taiwan**

Portland, Oregon – August 16, 2010 – Tyfone, the leaders and pioneers in NFC enabled Memory Cards for mobile financial services announced today that their Managing Director, APAC, Prabhakar Tadeballi, will be presenting on the evolution and vision for mobile contactless payments. Tadeballi will address the current mindset in the industry and how alternative solutions are helping nourish the ecosystem to go beyond trials and for consumer deployments in 2011. Tyfone will be presenting its unique solution at the first forum on alternative NFC mobile payment solutions to be held in Taiwan on September 8-9, 2010.

The two-day forum on “Alternative NFC Mobile Payment Solutions & Bridging Gaps in the Ecosystem” is organized by the Asia Pacific Smart Card Association (APSCA), endorsed by the NFC Forum and supported by the Committee of Communications Industry Development of the Ministry of Economic Affairs of Taiwan.

This forum is the first opportunity for organizations planning NFC mobile payment products and services to compare and contrast different approaches to add-on alternative solutions that can “NFC-enable” existing mobile phones.

“Tyfone’s one-of-a-kind, patented, innovation, not only dramatically expands the universe of NFC-capable mobile phones” said Tom Spitzer, Tyfone’s CEO, “it also offers device independence in an issuer-centric model allowing the issuer to control both the channel and customer.”

“With the lack of NFC mobile handsets available today, end-users and all stakeholders in the NFC ecosystem want to learn more about these alternative add-on solutions that can “NFC-enable” existing mobile phones today”, says Greg Pote, APSCA Chairman. “A contactless SD card-based solution such as Tyfone’s has the added advantage of allowing institutions to neutrally offer NFC.”

### **About Tyfone**

Founded in 2004, Tyfone’s corporate headquarters are in Portland, Oregon, and its Asia-Pacific headquarters in Bangalore, India. Tyfone connects money and mobility via a highly secure, scalable and flexible mobile financial services solution tailored to meet the evolving needs of consumers, financial institutions, mobile network operators, transportation companies, and retailers. Operating in any standard memory card slot, Tyfone’s u4ia® platform and its companion SideTap™ memory card is the world’s first patented, neutral and comprehensive memory card-based payments solution with for mobile contactless payments. Tyfone and its partners enable a suite of services including Mobile Banking, Mobile Identity Management, Mobile Remote Payments, Mobile Retail Services and Mobile Contactless Payments. For more information visit [www.tyfone.com](http://www.tyfone.com).

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