



EASYCARD'S INNOVATIVE SERVICE -MOBILE PAYMENT



悠遊卡公司
EASYCARD CORP.

Agenda



- **EASYCARD Introduction**
- **EASYCARD Mobile Payment**

EASYCARD Profile



- EASYCARD Corp
 - issue cards, clearing and settlement, extend merchants
- Established in 2000
- Cards > 34 million
- Daily Transactions > 4.88 million
- Front-end Devices > 30,000
- Penetration Rate > 90%



Taipei MRT



- 10 lines, 102 stations



Bus



- City bus, intercity bus, highway bus
- 50 bus companies, more than 6000 buses



Parking lot



- More than 360 parking lots



Taiwan Rail



- 50 stations (total 217 stations)



Taiwan High Speed Rail



Taxi



Bicycle Rental



- YouBike – bicycle rental in Taipei
- 41 stations, 1460 bikes



Resorts Entrance



Micro Payment



- 43 Merchants, more than 12,700 stores



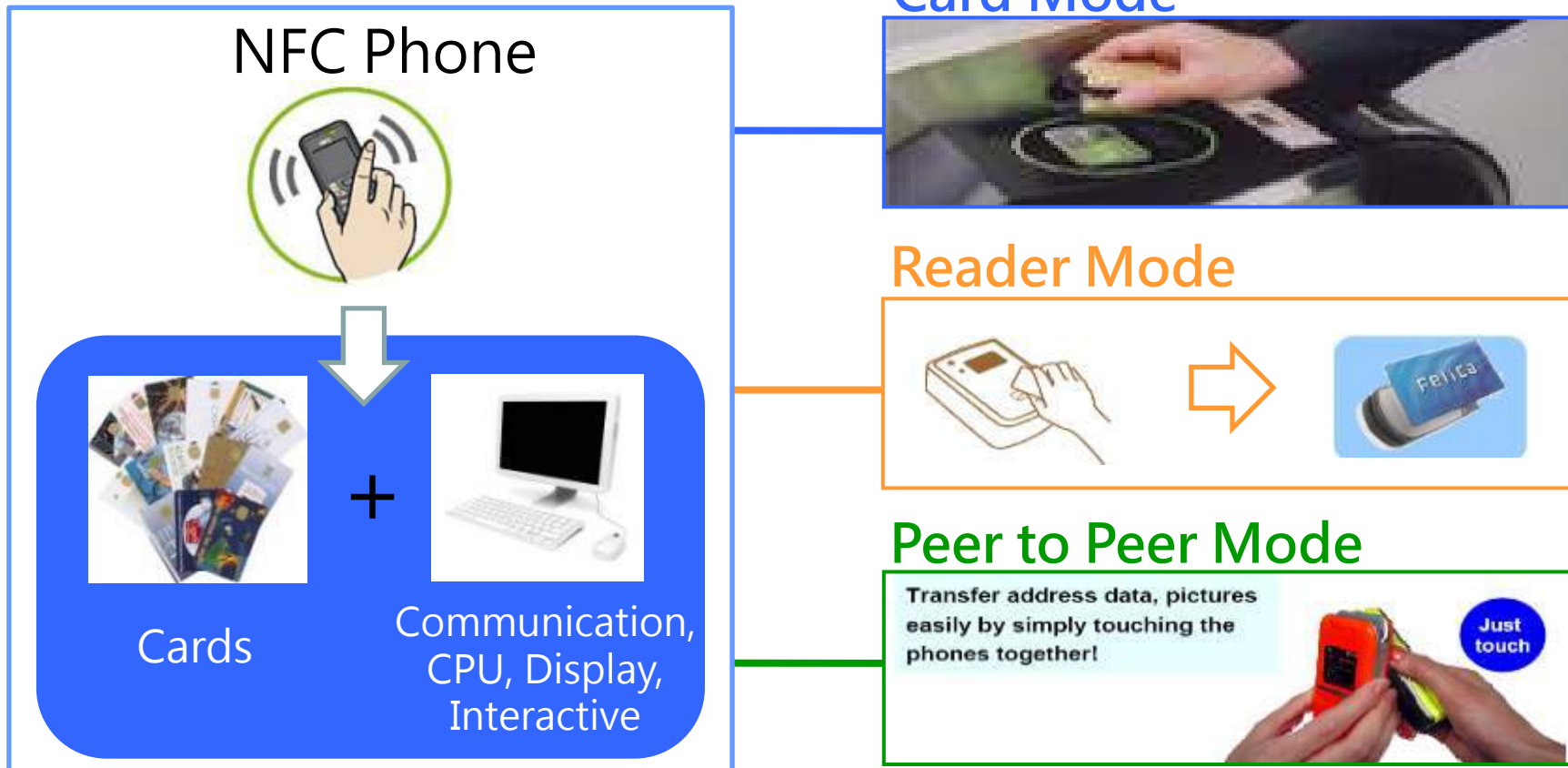


EASYCARD MOBILE PAYMENT

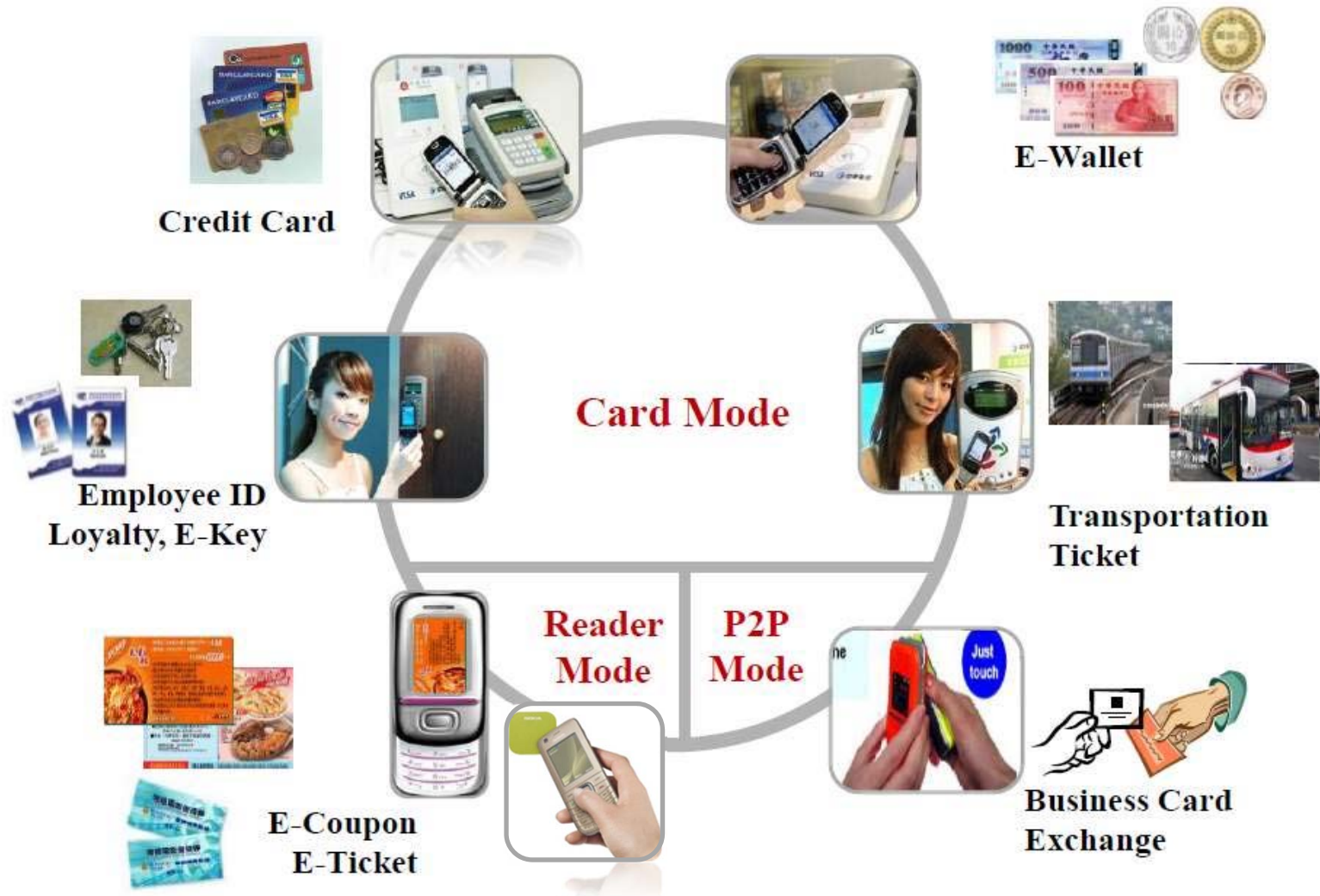
What is NFC



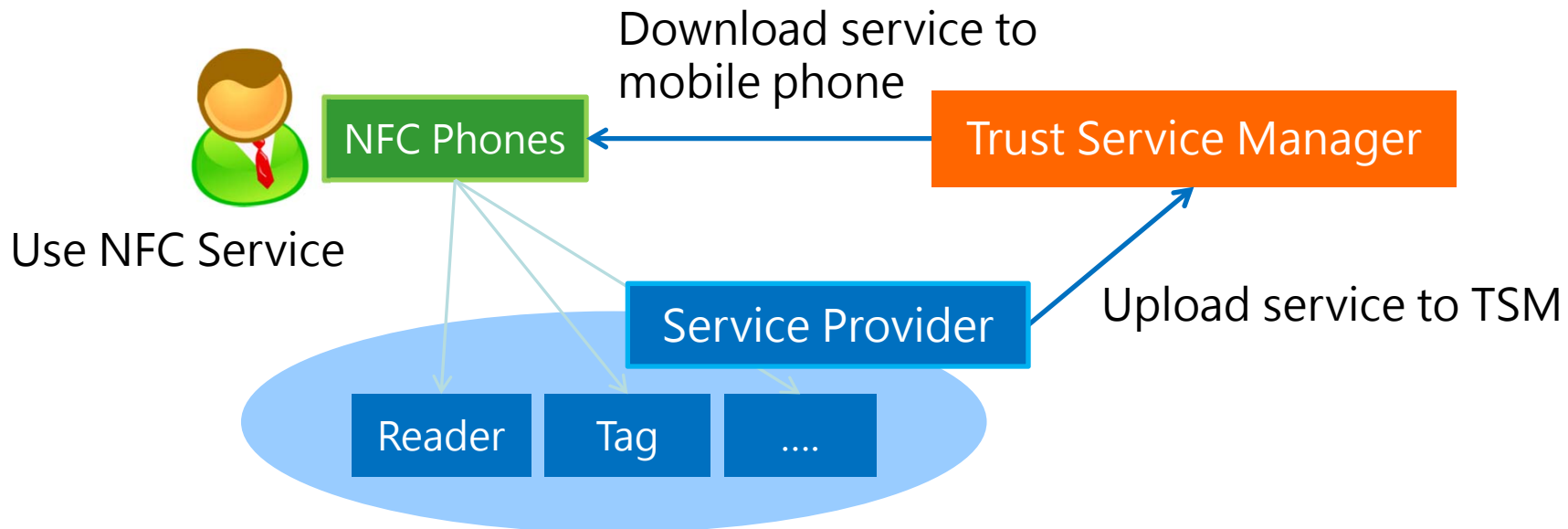
- NFC - Near Field Communication



NFC Services



What is TSM

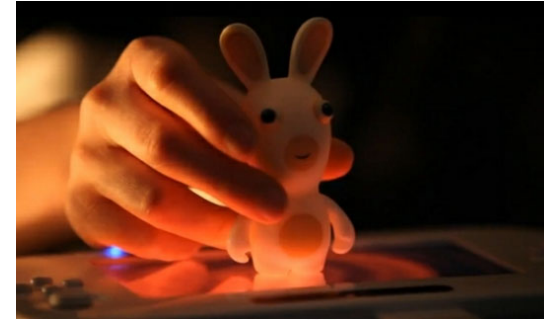


- TSM : Trusted Service Management
- To Service Provider
 - A Platform to upload and manage service
 - Assist to develop service
 - Marketing
- To User
 - A Platform to download service
 - Customer Service

Why NFC?



- Similar technology
- Easy to download for user
- Easy to manage
- Easy to communicate with customer
- Multi new services: coupon, loyalty, LBS, games...





- EasyCube

- Using bluetooth to connect with phones
- Fit all phones (with bluetooth)
- Do not need phone maker support
- However... inconvenient to use

- Slim membrane

- A chip and antenna that could combine with SIM card
- Fit most phones
- Do not need phone maker support
- However...hard to install, only card mode

EASYCARD NFC Project



- iPhone Sleeve
 - With full NFC functions
 - Easy to use



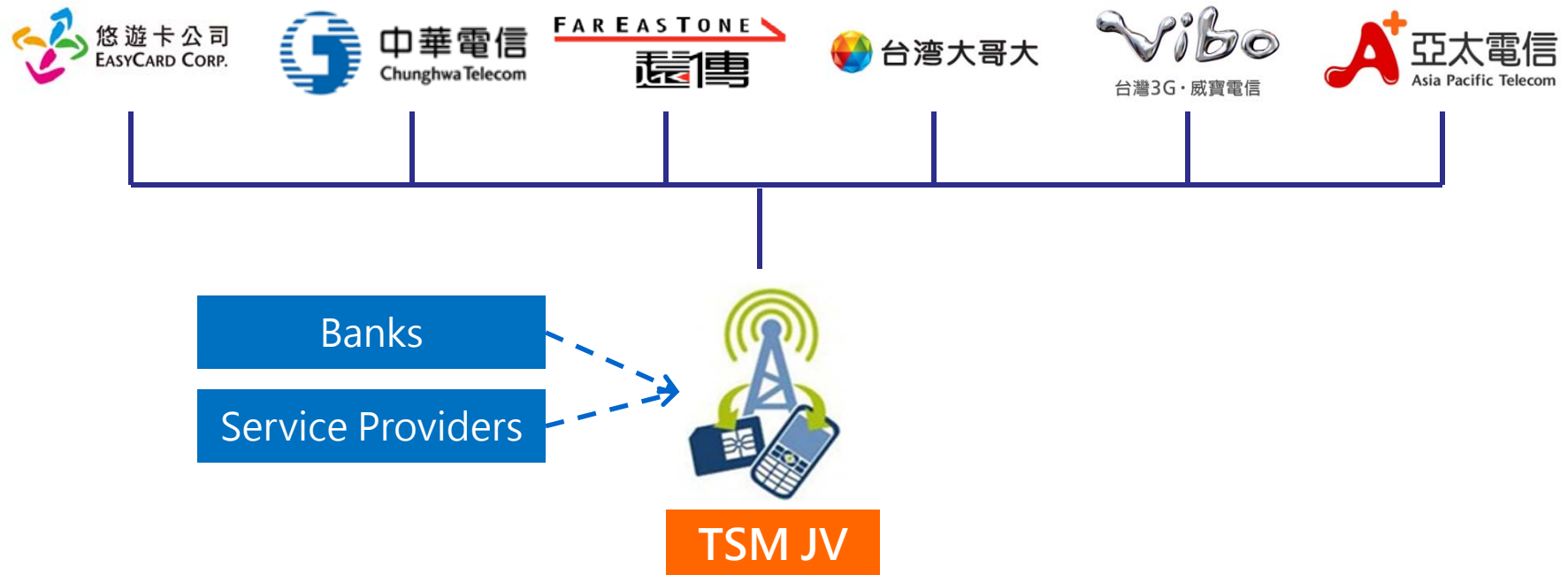
- htc incredible E
 - With full NFC functions
 - Only one model



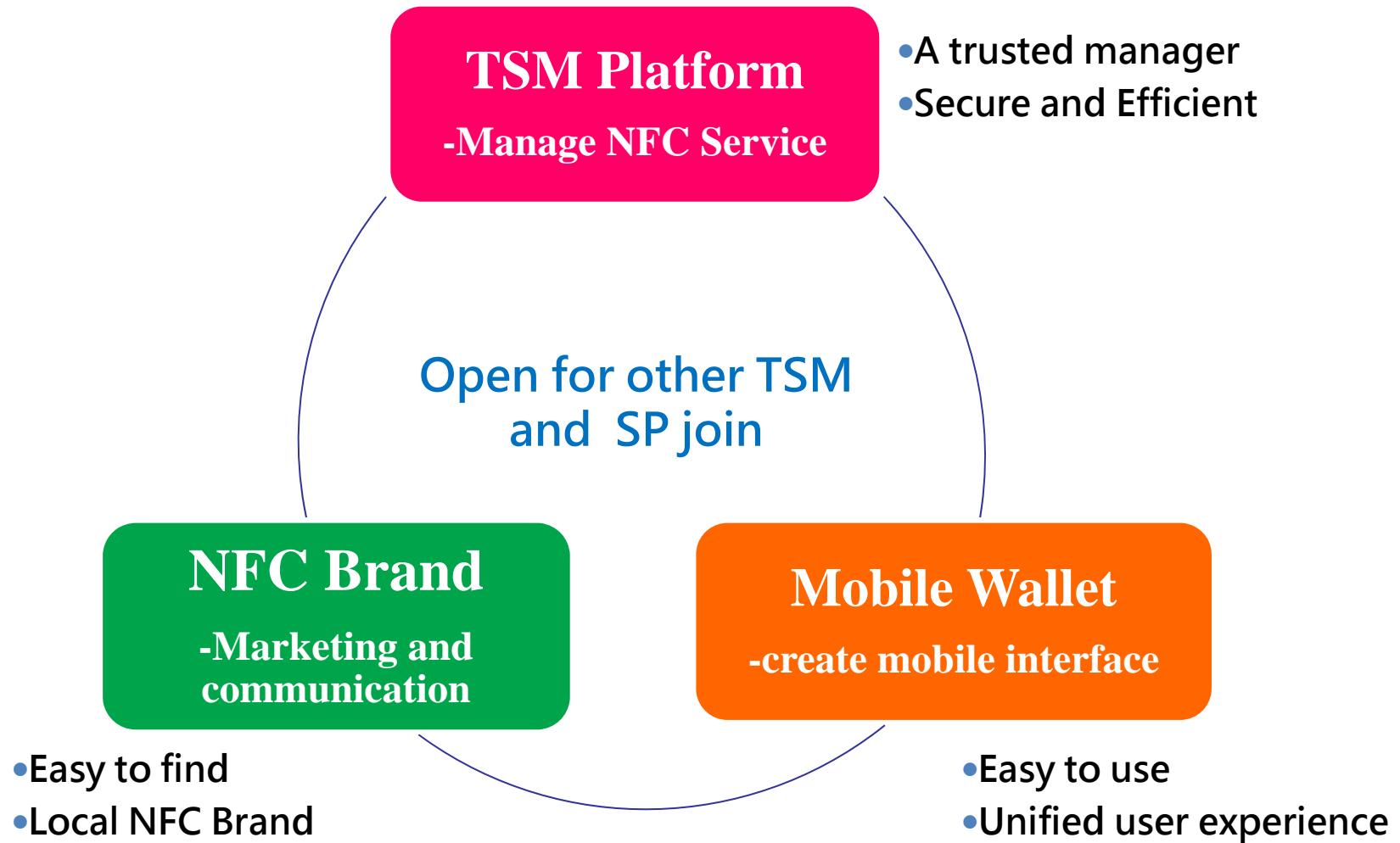
TSM Plan



- Joint venture with 5 major Telecom to provide TSM platform
- OTA (over the air) download to NFC phones



TSM JV Goal



EASYCARD NFC Service



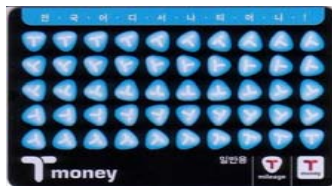
- Use mobile wallet to check the balance, transaction record and loyalty point
- Get e-coupon when you do payment
- Use TSM platform to download or terminate the service



Global Pass



- Connect with other TSM in Asia, using one phone to download all local e-tickets
- Current member :



Korea T-money



Singapore Ez-link



Taiwan EASycard



Hong Kong Octopus



Japan Pitapa



Travel with NFC



- Use NFC phones to buy ticket and check in
- Download local e-ticket or e-money
- Get local e-coupons



Future...





THANK YOU