



## Mobile phone-based pay service Simpay suspends operations

The company Simpay launched as a Europe-wide mobile payment alliance of major mobile operators - Orange, T-Mobile and Vodafone among them - is to suspend its activities for the time being. This Simpay referring to a founding member having dropped out of the alliance announced last Friday. The announcement did not specify which member was meant, but a range of other sources mention T-Mobile. In a statement it said, moreover, that the companies involved would be allowed to use Simpay's common intellectual property for national activities. The announcement highlights but one of many failures to create mobile payment systems.

Key Pousttchi, head of the Mobile Commerce Working Group at the Chair of Business Informatics and Systems Engineering at the University of Augsburg, however, reckons that this announcement spells a chance for services on a national level. "According to our studies" thus Mr. Pousttchi in a first statement to the press service of the University of Augsburg, "national but at the same time comprehensive and user-friendly solutions have a much better chance of achieving a breakthrough on the market for mobile phone-based payment systems than strategies such as those pursued by Simpay." (*Robert W. Smith*) / (jk/c't)

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