

# ADVANCING MOBILE PAYMENTS

## ADVANCING COMMERCE



**300 million**

BY 2014, THERE WILL BE AN ESTIMATED 300 MILLION CELL PHONES EQUIPPED WITH NFC TECHNOLOGY.\*

There is tremendous opportunity in mobile contactless payments, yet many financial institutions and mobile operators find the technical challenges daunting. One critical component for any solution is the user interface (UI) application. The Mobile MasterCard® PayPass™ UI Software Development Kit helps speed development of these UI apps, making it easier to issue a complete contactless payment solution on mobile.

Until now, specialist knowledge was required to develop user interface applications that could communicate with contactless payment applications. With the introduction of the Mobile MasterCard PayPass UI Software Development Kit, MasterCard is providing a programmer-friendly set of functions that make it easy for today's app developers to rapidly deliver user interface apps without the need to become smart card programming experts.

### Mobile MasterCard PayPass User Interface Software Development Kit (MMPP UI SDK)

The MMPP UI SDK provides tools to rapidly integrate Mobile MasterCard PayPass into a proximity payment mobile UI application, a mobile banking application, or a mobile wallet application.\*

As part of the MMPP UI SDK, MasterCard includes a White-Label Reference UI Application. This is a contactless payment UI application that can be quickly rebranded.

The MMPP UI SDK includes:

- API (Code Libraries)
- API Specification Documentation (Java Doc)
- Developer Guide
- Sample UI Application Code
- White-Label Reference UI Application

\* Android and Blackberry Operating Systems, April 2012

### How you and your customers may benefit:

- Helps speed development of a Mobile MasterCard PayPass service
- Delivers a standardized Mobile MasterCard PayPass UI application that can be quickly branded in the style of the financial institution
- Helps speed UI approval by MasterCard
- Improves user experience through a standardized UI application that's consistent and easy to use

## \$75B

It is estimated that cell phones equipped with NFC technology will be responsible for and exceed USD 75 billion in global sales by 2013.

Juniper Research, 2011



**For more information, contact your MasterCard relationship manager or email [mobile\\_uisdk@mastercard.com](mailto:mobile_uisdk@mastercard.com).**

MasterCard Worldwide is at the heart of commerce. Our understanding of how and why commerce is conducted allows us to create more advanced methods of payment that fuel economic connections and drive real business value.

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