

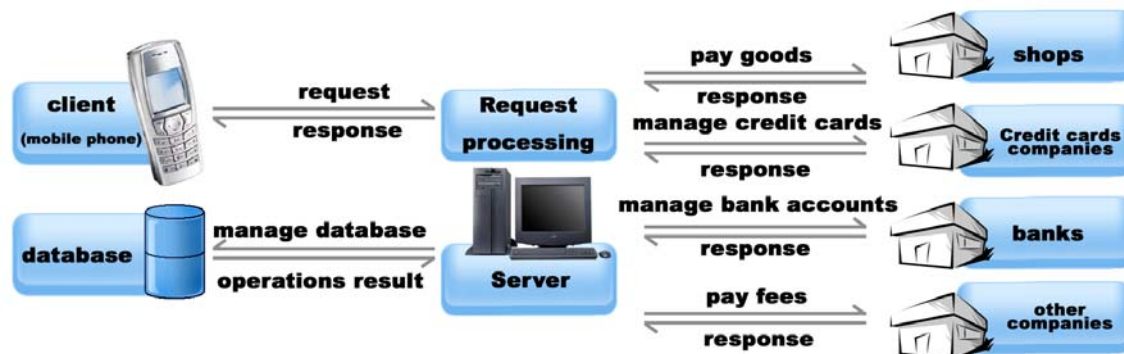


## Mobile E-credit Card System (MECS)

### Concept of our product:

Mobile E-credit Card System (MECS) is designed to integrate all the necessary functions in personal finance service. The system includes “Real-time” Credit Transaction subSystem (RCTsubS) and “Infinite” Finance Management subSystem (IFMsubS), which will bring many benefits to people’s life with an entirely new idea and great convenience. MECS can be installed to many kinds of personal wireless terminals such as color mobile phone (Motorola T720), PDA (Palm™), and so on. As an integrated software system, MECS is developed on the platform of J2ME, and it utilizes the high-speed wireless network (e.g. GPRS, 3G) to ensure the information transmission with high rapidity, high stability, and high efficiency.

### Innovation [Products, Services & Technology] --- What’s MECS?



Architecture of MECS

The Real-time Credit Transaction subSystem (RCTsubS) is mainly utilized when the user wants to pay for the goods they want to buy while shopping. Having a mobile phone connected to our system, the user doesn’t need to use cash or credit cards at all. He only needs to authorize himself to the server and legalize the assigned bill with two private numbers (ID number and transaction random number), and the whole transaction can be finished within a short time. If all the operations succeeded, he could take away his goods and the shop would wait for the corresponding payment until a concerted date.

The Infinite Finance Management subSystem (IFMsubS) can provide the users with all the necessary functions on personal daily finance management. It integrates all the



current self-service methods such as ATM, bank online, bank on phone, and brings great conveniences to the user. IFMsubS can offer five sets of functions currently as follows: Account Query Service, Account Transfer Service, Pay Bill Service, Interactive Information Service and Personal Details Service.

### **Originality [Ideas] --- How do we think of the idea?**

Up to the end of 2002, there were more than 5,700,000 Hong Kong people use mobiles, covering 82% of the whole population. There were almost 300 million credit card users totally in Hong Kong, covering more than 40% of the whole population. Usually people need to have a stable income to be qualified to use credit cards, so we can assert that almost each qualified credit cards user has a mobile. On the other hand, the number of JAVA mobile phones will reach 553 million in 2006 from current 19.1 million. (*According to Strategies Unlimited Company*) Hutchison Whampoa (HK) will offer services based on 3G mobile technologies in ten countries from the early 2004. (*According to International Financial Newspaper*)

Based on the previous information, it is predictable that in the near future our “Mobile E-credit Card System” can enable users to make financial investment, do shopping and something else quite conveniently with mobile phones. What an attraction!

### **Practicality --- What are the advantages of the real MECS?**

Currently we have designed the whole system of MECS, and in the future, with the development the following advantages will be realized:

1. Infinite augment ability. Many new functions can be integrated into the system;
2. Entire security design with high rapidity, high stability and high efficiency;
3. Surpassingly interactive and human-centered interface as well as services (e.g. come-and-go message box, real time cue function on discount);
4. Quite cool and fashionable real transaction along with mobile e-business solution;
5. Change of the credit consuming method from traditional plastic credit card payment system to wireless network based on electronic transaction system.
6. Low requirements for system and low cost for users.



### **Commercial Merits --- What are the commercial value and target users?**

Color Screen, GPRS, 3G, JAVA™, J2ME, all these hot key words represent a rapidly developing business and great opportunities in the wireless world. However, by now the Hong Kong telecommunication industry has not successfully opened the local wireless data transmission market yet due to certain reasons, such as high price and unappealing services. On the other hand, the traditional voice calling business is becoming saturated. Hong Kong telecommunication companies urgently need offer an innovative wireless data transmission service to open a new business in order to reverse their falling revenues. MECS is one product to open this market, and we define the target users as the follows:

Our final target users include all the persons who are qualified to use credit card. Based on the analysis of Hong Kong market, our marketing promotion will have two periods. Target market in the first period is college students and white-collar workers, who have the biggest curiosity and passion to experience new things. Compared with others, they can get a better understanding of this system and have more confidence of the new technology, even enjoy the feeling of fashion and coolness more. The second period of marketing will be carried out aiming at our final target user. Based on the practice in the first period, services will be stabilized and switched from the personal ones to the general.

### **Social Value ---What are the benefits to different cooperators in society?**

We have no direct competitors, and actually we will have many cooperators such as banks, credit card companies, retailers, mobile manufacturers and wireless communication network providers.

Main benefits to the cooperators and target users:

For banks: more interest-related income arising from the more active credit consumption.

For credit card companies: more commission.

For retailers: more retail profit from the increased business turnover, and environmental protection without using bill papers.

For mobile manufacturers: can sell many more color-screen and JAVA mobile phones.

For wireless communication network providers: earn flux fee of providing data service.



Benefits to the target users: more convenient and timesaving, more happiness, more discounts, better self-finance management. An Example showed in the flowing pictures:



### **Conclusion --- What's the future of personal financing services?**

How to apply the modern technologies to personal financing services is always a difficult problem. Bank-on-line is not quite popular yet currently because the system design cannot quite satisfy the mental demand of terminal users. The technology is not a problem, but users dare not use. They had rather wait for a long time to enjoy counter services or ATM. Where is the problem?

Our design, which is based on not only technology but also functions and operation designs, particularly the users' mental feelings, tries to solve the problem. . In order to offer human-centered services, we have spend a lot on MECS design, especially on the RCTsubS operation flow, the interactive information services, the unlimited money transfer services, and so on. We believe that MECS will bring many benefits to people's life with an entirely new idea and great conveniences.