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Press release

Bouygues Telecom, Orange and SFR set up organisation to facilitate development of contactless services in mobile phone sector

Bouygues Telecom, Orange and SFR have set up the Association Française du Sans Contact Mobile (AFSCM), a non-profit organisation to be chaired in its first year by Bouygues Telecom, represented by Laurent Herbillon, services development director. AFSCM aims to accelerate the rollout of contactless services in the mobile phone sector.

AFSCM will have the following roles:

- assist service providers (banks, transport authorities, etc.) with the implementation of contactless services, regardless of the mobile phone operator;
- define technical implementation rules for contactless services in order to facilitate their installation and use by customers;
- promote the advantages of mobile contactless services among service providers, technical service providers, public authorities and consumers at large.

AFSCM will propose icons which will be associated with service providers' brands to indicate that a service operates with contactless mobile phones.

AFSCM will bring together all the market players, from contactless service providers and handset and SIM card manufacturers to mobile phone operators, in order to define future market standards. Promoting constant exchange, the organisation will play an active role in the mobile contactless services forum created today by Luc Chatel, French junior minister in charge of industry and consumption.

AFSCM will strive to offer end users simple, practical solutions with consistent service quality regardless of the mobile phone operator.

About mobile contactless services:

Using Near Field Communication (NFC), contactless technology enables mobile phones to exchange data at short range with devices. Integrating contactless technology into mobile phones will open up a large range of services to make mobile phone users' lives easier: they will be able to buy public transport tickets and touch in their mobile phone as they board public transport, pay at retailers, read smart posters and obtain information, dematerialise loyalty cards, etc.

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