

Contactless mobile payments (finally) gain momentum

MID
2014

0.5%

of the base of 450-500 million near-field communication (NFC) equipped smartphones were used at least once a month.



END
2015

5%

of the base of 600-650 million NFC equipped smartphones will be used at least once a month.

2015 will be the first year in which the multiple prerequisites for mainstream adoption will be satisfied:

- ✓ Financial Institutions
- ✓ Merchants
- ✓ Consumers
- ✓ Technology vendors
- ✓ Carriers

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