

## **New iziSHOP Release for Android**

**Budapest, March 25, 2011 – iziSHOP mobile payment and mobile shopping services become now available on Android OS.**

New version of iziSHOP, Hungary's leading independent mobile payment and shopping service has been released for Android OS. Similarly to its Java- and browser-based predecessors the Android version is free of charge and the application is available for download at the popular Android Marketplace. Once the iziSHOP application is downloaded and installed on the mobile handset the user is ready for shopping. Payments can be made by entering bank card data on the hand set. Card data can also be stored securely on the mobile phone, in which case only the CVC and an iziSHOP PIN code have to be entered for faster and more convenient payment.

The incredible growth of Android smart phones in the mobile market left us no doubt to make Android our next platform for iziSHOP. After the launch of our Android release we expect new increases of our user base.” – commented Sandor Fejes, the CEO of Hedz Hungary, the developer of iziSHOP.

The products and services offered by iziSHOP are designed for mobile use and are continuously growing. Today using iziSHOP one can purchase Hungarian highway vignettes in all categories (the one and only mobile service in the market), travel insurance, magazine subscription, concert and parking tickets, or one can also pay internet purchases or even restaurant bills. As the first and only service in Hungary, iziSHOP users can purchase travel tickets and passes using their mobile phones. Purchases made via iziSHOP are free of convenience surcharges, only mobile network connection fees apply that amount only a few cents per transactions. As the winner of several prestigious awards, among others the European Seal of e-Excellence, iziSHOP is independent of mobile network operators, hence it is available for both domestic and foreign users. Foreign users can access iziSHOP in English, German, Croatian and Russian languages. For more information please visit [www.izishop.eu](http://www.izishop.eu)

**Hedz Hungary Ltd. – [www.hedz.hu](http://www.hedz.hu)**

Hedz Ltd is a software technology company specializing in unique mobile payment and mobile banking applications. Hedz offers public utilities, banks and other service providers with solutions to help increase efficiency through the development of mobile telephone-based electronic channels. The company's main products include the HMB mobile banking system developed for banks, a highly secure authentication system iziSEC, a full-range of billing and payment services (EBPP) for public utilities through mo-bill ([www.mo-bill.hu](http://www.mo-bill.hu)), as well as a service which is one of a kind in Europe, developed for transportation and entertainment applications, allowing bank card payments via mobile telephone, iziSHOP ([www.izishop.hu](http://www.izishop.hu)).

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