

Design duo Pete&Tom have created the brand identity and website designs

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Design duo Pete&Tom – www.peteandtom.com – have created the brand identity and website designs for new mobile banking service, MoBank. The site - www.mobank.co.uk - will go live when MoBank launches at the end of February.

MoBank is a brand new service that works with your existing bank account and lets you buy and pay for stuff using your mobile phone – wherever, and whenever you want.

At launch, you will be able to buy all sorts of things using MoBank, like cinema tickets, clothes, music, books, train tickets, flowers, gifts and takeaways. So, for example, if you're on the bus home, and you decide you want to go to the cinema after work, you can use MoBank to book tickets straight from your mobile. Or, if you're on your way out, and you realise you've forgotten your Mum's birthday, you can send her flowers – ordering, buying and paying for them via MoBank on your mobile phone. You simply download the MoBank application, register your credit or debit card, get a secure MoBank PIN, and start to MoBank!

“Design is incredibly important with a product like this. It's all about simplicity – letting you buy and pay for stuff on the move can't be complicated. And it's launching on the iPhone, which is all about design, so it has to match up to that.”

More about MoBank - At launch, you'll be able to check the balance on your registered card, and soon, you'll be able to manage your money, check the balance on your registered card, pay bills (or pay your mate back that tenner you borrowed), and transfer money between accounts with MoBank – all on your mobile phone. It'll also have clever features such as a birthday / special date reminder alert, and a budget tracker to help you keep on top of your spending. More information on new services will follow in summer 2009.

MoBank will be available in late February on iPhone. Soon (by summer 2009), it will be available on Java, Google and Blackberry phones.

How it works - MoBank works by connecting you, via the Internet on your phone, to a transactional payment system. All you have to do is register a credit or debit card, and you'll receive your own PIN number to access the MoBank service, so you don't have to enter your card details every time you make a transaction. It is completely secure: your account number, card details and PIN are not stored on the phone itself, and nor is any of your banking data – so you don't have to worry if you lose your mobile. All banking data is encrypted, and your PIN number is wiped from your phone within 10 seconds of you making a transaction. MoBank uses SSL technology to secure transactions; once the transaction goes through the retailer's system, it is secured by the same retail systems as any other credit card payment.

Partners – Agency Mobile is MoBank's application development partner; NTT hosts the IT infrastructure; the current banking services are provided by Yodlee; and transaction fee services are provided by TxtTrans.

Support - a team of MoBank boffins will be on hand to answer any questions about the service.

The people behind MoBank are former First Direct and Egg bankers, Steve Townend and Dominic Keen. It is privately funded and is based in Odiham, Hampshire (UK).

Watch this space – people are already talking about MoBank: in 2008, it won a Red Herring 100 award for the best startups in Europe; and it won the Oxford Siad Business Venture award 2008.

MoBank believes that:

It exists to make life easier for the people that use it, and to save people time by providing banking services on the move. A real alternative to existing banking services.

It is possible to be successful by being straight with customers, and treating them fairly (something the banks could do with remembering every now and again). Happy customers will be what makes MoBank a success.

Doing all these things will help MoBank become the most successful mobile banking services company in the world.

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