



Samsung Pay Debuts at Mobile World Congress

First there was Apple Pay, now there's Samsung Pay.

As Samsung debuted its new sleek Galaxy S6 from Mobile World Congress in Barcelona, we announced the launch of the Samsung Pay service where our cardholders can use their phone for everyday payments in a store. We are working with Samsung Electronics to deliver the new service, to be available on the Galaxy S6 in the third quarter of this year.

Samsung Pay will be powered by our tokenization technology, MasterCard Digital Enablement Service (MDES). Including Apple Pay, this is the second implementation of the technology which enables a secure and simple mobile payment experience. To further protect consumers, Samsung Pay transactions also incorporate security features like fingerprint or passcode authentication.

"This is an exciting time for payments," says Ed McLaughlin, chief emerging payments officer for MasterCard. "We are pleased to work with an industry leader like Samsung to deliver new payment options to our cardholders around the world. We have been a pioneer of mobile commerce innovation for years and together we're delivering a digital payment experience that is both simple and secure."

Says Dr. Injong Rhee, executive vice president of Samsung Electronics: "From the start, Samsung's vision for mobile payments and commerce has been centered on security, wide acceptance and a simpler user experience. With MasterCard's tokenized services and our unique magnetic secure transmission and NFC technologies, Samsung Pay makes secure contactless mobile payments possible."