



# Mobile e-Commerce

German-Japan Symposium 2003

FeliCa Business Center  
Sony Corporation

April 3rd, 2003

# Agenda

- **Brief Introduction of “FeliCa”**  
(Application in use: How FeliCa has been used?)
- **Our View of Mobile e-Commerce**  
(Real World & Cyber World)
- **Examples of “Mobile” use**
- **Conclusion**

# Our View of Mobile e-Commerce

**Cyber-World**

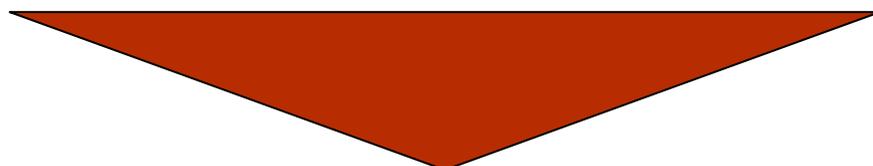
- ▶ Spread of the Internet
- ▶ Spread of the “Mobile” internet

**Real-World**

- ▶ Spread of credit transaction in Japan
- ▶ Spread of smart card in Japan

- ▶ Tight security requirement
- ▶ Integration of e-commerce in “Cyber-world” and real transaction through existing “Real” assets

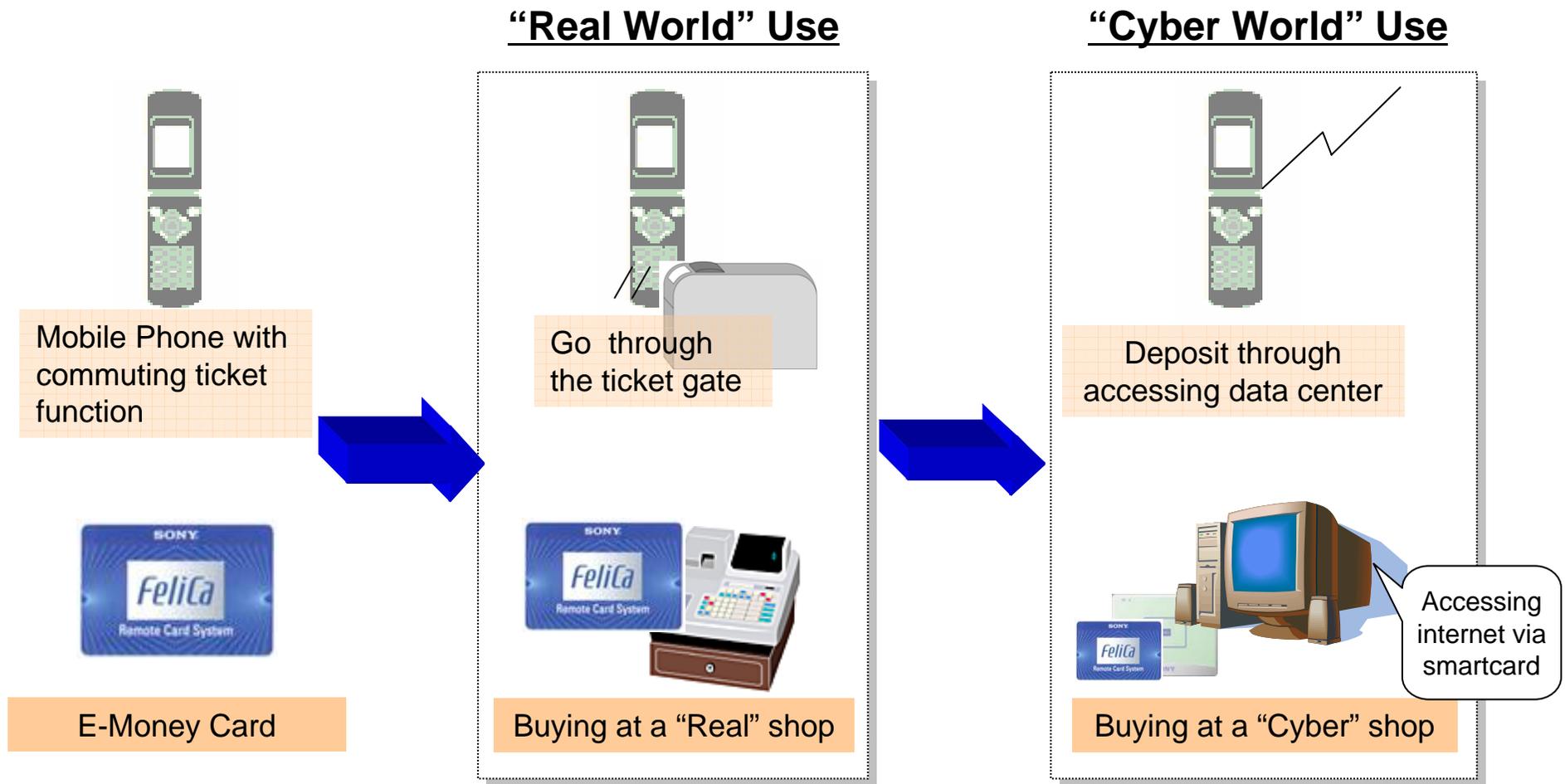
- ▶ Infrastructure development with keeping consistency with existing assets



## Hybrid e-Commerce

# Contactless IC Card System "FeliCa"

"FeliCa" enables seamless connection of e-Commerce in cyber-world to transaction in real world



# FeliCa chip for Mobile(example of use cases)

With FeliCa Module, Cellular phone becomes “Electronic purse”.



Concert hall Theater



Stadium



Transport



**“R/W+Card” module**  
\*R/W function + Card function

Electronic Money

Stored Fare (Transport)

Credit Card

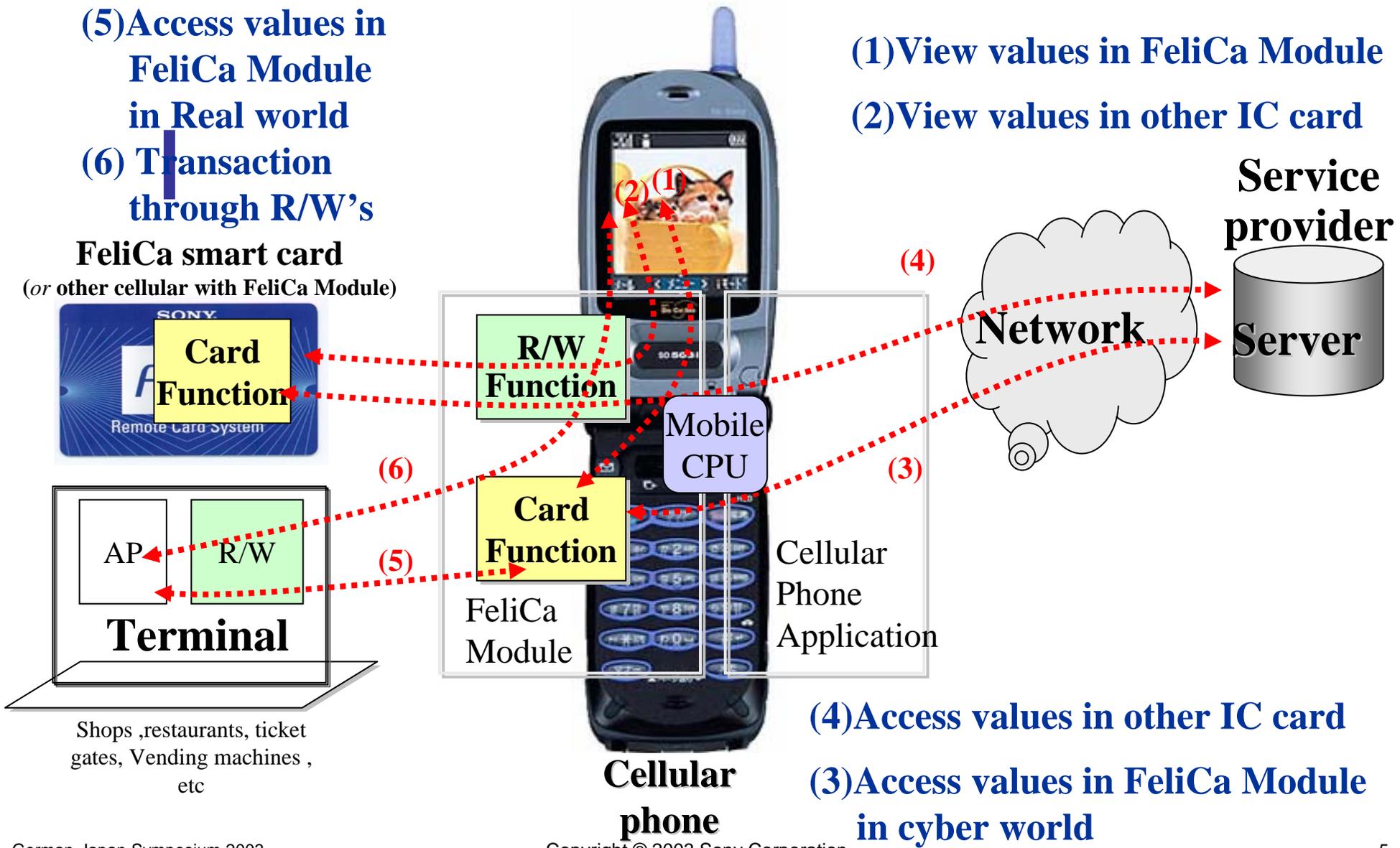
e-Ticket e-Coupon

Loyalty point

Membership ID

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# FeliCa chip for Mobile (expected comm.)



## Sony CLIE “PEG-NZ90”

- CLIE “PEG-NZ90” which has FeliCa reader function. Released from Feb.15 ‘2003
- By just holding up the prepaid type electric money “Edy card” and IC ticket “Suica” to a reader, you can check remaining value and a transaction log.
- You can store the record of transaction.

Hold a card to  
the FeliCa logo



**Note : Browser (Transaction-checking) program will be downloadable from the Web site of CLIE in spring 2003**

# Future FeliCa World

