

# MOBILE BILLING & DELIVERY

## Mobile Payments

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### Product Sheet: **Web payforIT**

Dialogue's web payforIT service allows merchants to bill for purchases made through the traditional web direct to the mobile handset owner's mobile bill using the payforIT billing system.

With payforIT you can charge up to the value of £10 per transaction and goods or content purchased can be delivered to a postal address, online address or a mobile phone, as specified by the purchaser.

### Web payforIT can be used to sell:

**Goods and Services** – that can be delivered to an address

For example: event tickets, CDs, DVDs, books, flowers, chocolates, mail order goods, etc

**Subscription Payments** – pay for services using your mobile

For example: memberships, online dating, social networks and charitable payments

**Content** – this can be content for your mobile or PC

For example: music downloads, MP3s, online movies, ringtones, games, animations

### Benefits of web payforIT

- Provides an effective, immediate online payment solution
- Available for one-off and subscription payments
- Price points available from £0.25 to £10 for both one-off purchases and subscriptions
- Charged direct to consumers mobile phone bill
- Payouts are competitive verses credit card
- Available today to all UK handset owners, irrespective of age
- Unlike online wallets (PayPal etc) no account set up is required
- Sell content through web sites as well as mobile sites
- Provides uniform consumer experience online and on mobile
- Extends relationship with consumers from web into mobile and back into web
- Single brand supported by all mobile operators
- Consistent front-end for mobile payment user experience
- Genuine click and pay experience
- Reach new customers who don't have bank accounts, credit or debit cards
- Provides anonymity when purchasing

### Contact Sales for more information:

International Tel: +44 (0)114 221 6103

Aus Tel: +61 (0)2 9231 2813

UK Tel: 8700 790 300

Email: [info@dialogue.co.uk](mailto:info@dialogue.co.uk)

Web: [www.dialogue.net](http://www.dialogue.net)

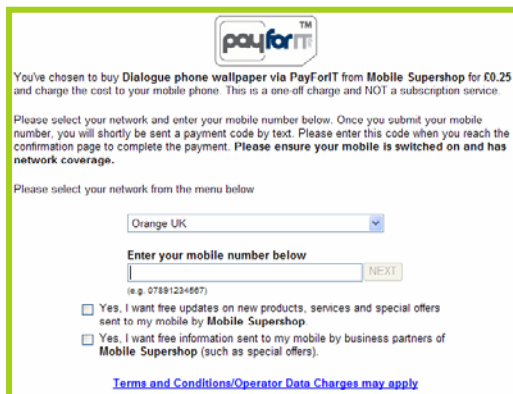
# MOBILE BILLING & DELIVERY

## Mobile Payments

### How it works

All payments are immediate and are either added direct to the purchaser's phone bill or deducted from their pre-pay credit. The process is simple:-

- The consumer browses the website and selects a product or service they wish to purchase.
- They are then re-directed to the secure payforIT payment screen instructing the consumer to type in their mobile number and an option for marketing opt-in is also displayed here.
- A unique pin code is instantly sent to the consumer's mobile handset
- The consumer then types the unique pin code onto the payment screen and confirms the purchase.
- A screen is then displayed confirming that payment has been taken successfully.



**payforIT**

You've chosen to buy **Dialogue phone wallpaper via PayForIT** from **Mobile Supershop** for **£0.25** and charge the cost to your mobile phone. This is a one-off charge and NOT a subscription service.

Please select your network and enter your mobile number below. Once you submit your mobile number, you will shortly be sent a payment code by text. Please enter this code when you reach the confirmation page to complete the payment. Please ensure your mobile is switched on and has network coverage.

Please select your network from the menu below

Orange UK

Enter your mobile number below

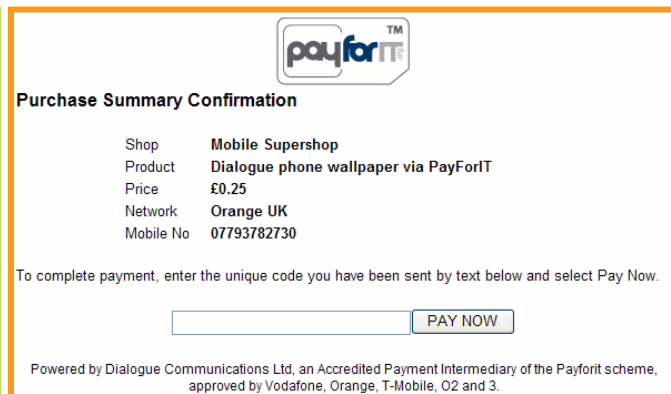
NEXT

(e.g. 07881234567)

Yes, I want free updates on new products, services and special offers sent to my mobile by **Mobile Supershop**

Yes, I want free information sent to my mobile by business partners of **Mobile Supershop** (such as special offers).

[Terms and Conditions/Operator Data Charges may apply](#)



**payforIT**

**Purchase Summary Confirmation**

Shop	<b>Mobile Supershop</b>
Product	<b>Dialogue phone wallpaper via PayForIT</b>
Price	<b>£0.25</b>
Network	<b>Orange UK</b>
Mobile No	<b>07793782730</b>

To complete payment, enter the unique code you have been sent by text below and select Pay Now.

PAY NOW

Powered by Dialogue Communications Ltd, an Accredited Payment Intermediary of the PayforIT scheme, approved by Vodafone, Orange, T-Mobile, O2 and 3.

Example product types suited to payforIT include mail order items, ticketing, books, DVDs, CD, MP3s, gaming, magazine subscriptions, online gambling, online dating and club memberships amongst many others.

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