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ING and MasterCard bring mobile payments to Romania

[ING and MasterCard Implementing mPayments in Romania](#)

For now, just a six-month trial

This is the first attempt coming from [ING](#) to create a mobile payment service in Romania. Since this is "uncharted" territory for ING, it has decided to go with a trial period of about six months for starters. MasterCard was also happy to partner with ING for this trial, so between the two, a well designed system is as good as in place.

In order to test this idea, maximum 500 subjects, representing consumers and merchants, will be equipped with [Nokia 6212](#) devices to see how they will act when having to make payments using their mobiles. The participant merchants are from Bucharest, and include companies such as Hollywood Multiplex, Eurest, ProCinema, SensiBlu and Remedio drug stores. In this trial version, only small payments will be made, of up to 80 RON (about \$20.66), simply by tapping their devices against contactless terminals located in 30, maybe 40 areas around the city.

Through this, both participants and merchants will have access to marketing services thanks to NFC posters, while also being able to check their balance over the air. Additional [Maestro](#) features might be included, especially if the test turns out to be a success.

Given the fact that it was official, even if more or less known, that this project had been in development since February, the timing for this trial couldn't be better, especially if we consider that during the winter celebrations, the stress is much increased, and thus any new application becomes a challenge. However, should it succeed in this period, then success is guaranteed for the rest of the year as well.

Furthermore, in order to make sure that the program is a hit, the Dutch banking company has been collaborating with Collis, Venyon and others to fully assure that the technologies used are adequate for [NFC](#) mobile payments.

[MasterCard](#) has been working assiduously as well, and has come up with a feature for banks, allowing them to transfer a PayPass application over a secure area of NFC handsets through the mobile network, so that customers won't have any issues with enjoying such services.