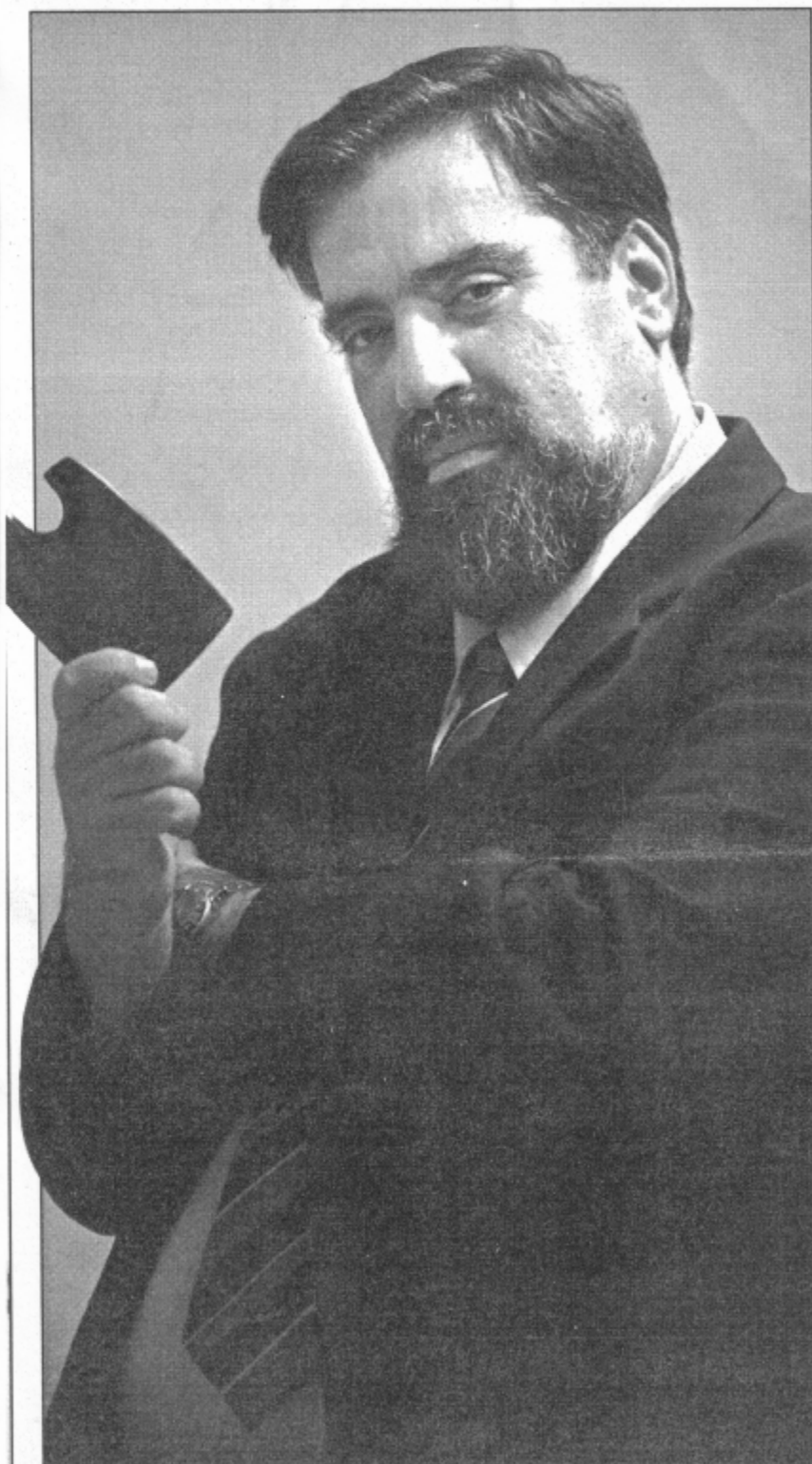


SmarQ guy hoping hard work pays off



Wireless . . . Ze'ev Goldstein hopes to make life easier for all types of businesses

PROFILE ZE'EV GOLDSTEIN

By PETER GOSNELL

HE hails from the Holy Land, spends a lot of time in Australia and has his business registered in the Cayman Islands, which is perfectly appropriate because if it succeeds, everyone with access to a credit card will be connected with the international automated payments network more efficiently.

Mr Goldstein is the chief executive of SmarQ, an electronic transaction system based on mobile phone and wireless technology.

Most recently, he's been in Australia trying to woo the big banks to accept his product.

"As far as we can see, it looks positive and we anticipate at least one of them will take it commercially to the market," he said.

Mr Goldstein said SmarQ was also getting a lot of assistance from MasterCard, with which Mr Goldstein said he has a long relationship.

"MasterCard has been assisting us with relationships, opening doors, helping us to make contacts."

He is hoping the SmarQPay mobile merchant solution will revolutionise the businesses of hundreds of thousands of mobile merchants such as tradespeople, salespeople, market stall vendors and other such businesses, where hard wired terminals are not available and cheques present all the usual potential problems.

According to Mr Goldstein, merchants can use their existing mobile phones, supplemented by an ultra compact wireless card reader and optional wireless printer from SmarQPay.

The customer's credit card can be verified and the transaction completed on the spot with the customer's signature — and it handles all universally accepted credit cards.

Developed in Australia, SmarQPay interfaces with the banks using the established MasterCard Gateway Service system.

It is a cardholder present solution with extremely high-level, sophisticated encryption and transaction security to significantly reduce fraud and charge-backs.

SmarQPay has been working with MasterCard International to ensure an end-to-end process, that works with major banks in Australia as well as overseas.

With mobile phone penetration into the mobile vendor market virtually 100 per cent, SmarQPay believes it has perfected the missing link.

The merchant simply slips the buyer's credit card into the wireless reader, enters unique verification details, and if the transaction is approved, the customer signs the printed receipt and the deal is done.

The risk of charge back to the merchant is significantly reduced, as are the extra costs borne by the banks.

As well as benefits for merchants and customers, the banks are also big winners.

Counterfeit card fraud is alleged to cost the banks in Australia some \$100 million a year.

The SmarQPay solution employs a unique process for significantly reducing such card fraud in "cardholder present" transactions.

Mr Goldstein, 44, has been involved in the card industry in Israel and Europe for decades.

"I've been developing credit card clearing systems and security systems for 20 years," he said yesterday.

He added he was previously a computer engineer and had worked in both the technical and financial areas of the credit card industry.