



Cards International Awards 2011
23 June, 2011

eWise payo wins Editor's Award for Consumer Focus
-eWise payo mobile could be a 'game changer' in the field of m-Commerce-

[eWise payo](#), the first and only UK bank inclusive Online Banking ePayments (OBeP) solution, was unveiled as the winner of the Editor's Award for Consumer Focus at the [VRL: Cards International Awards 2011](#), for its smartphone app.

Cards International, a leading provider of analysis, insight and intelligence to cards, payments and consumer finance professionals, announced the winners at the 24th Cards and Payments Europe conference.

eWise payo mobile debuted at Finovate Europe in February 2011. The smartphone application enables consumers to initiate secure and private payments for goods, services, or bills online or face-to-face, without having to provide personal financial information to any third parties¹.

Commenting on eWise's win; the organisers said: "...eWise has demonstrated outstanding customer focus with the launch of a new mobile app that could be a *game changer* in the field of mCommerce."

John France, managing director of eWise payo Europe, added: "We are thrilled to have won such a prestigious award. It is positive to see that we have been recognised as one to watch, and believe this will really help to enhance our brand.

"OBePs will change the way that people pay, and this win further highlights the fact that they should be firmly on the agenda for all UK banks."

-Ends-

¹ The online retailer or eWise



Notes to editors

About eWise:

eWise is a payments and online financial management solutions provider with a reputation for providing innovative solutions that make transacting online easier and more secure. eWise offices in UK, US, China and Australia support some of the world's top 50 financial institutions with solutions delivering outstanding, proven ROI for its customers and a better online experience for millions of end-users worldwide. For more information, visit www.ewise.com.

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