mHITs iPhone app to rival mobile banking

The new mHITs iPhone app will challenge traditional mobile banking for small payments

mHITs iPhone app to rival mobile bankingmHITs (pronounced Em-HITS) has launched an iPhone app that is set to rival mobile banking applications for small payments. The new application can be downloaded for free from the Apple iTunes store.mHITs is a free payment service that allows sending and receiving of small payments by SMS to anyone with an Australian mobile. Using mHITs is much easier and more convenient than using cash or electronic banking for sending money and making small payments. mHITs is ideal for small payments normally done with cash such as sending money to friends, IOUs, collecting payments for group events or sending gifts.While the mHITs app is not actually required in order to use the mHITs service, it does make using mHITs easier by automatically creating the SMS message. Plus it adds other handy features including the ability to make an instant payment to anyone by selecting them from contacts, selecting an mHITs venue from a list and the creation of a list of favourites for frequently made purchases.Unlike many mobile banking apps that often require slow and cumbersome login sequences and waiting for authentication, the mHITs payment process is far more efficient as it uses simple SMS to make a payment. Furthermore, for retail food and beverage Point Of Sale transactions, the mHITs app allows consumers to select a venue directly from within the app. This means that consumers can order and pay ahead before they arrive at a venue, meaning less queuing and waiting. Future releases will also include menu item selection directly from within the app.The introduction of an app marks an expansion of our strategy says mHITs CEO Harold Dimpel. While not strictly required to use mHITs, the app does provide an additional platform for integrating retail food and beverage venues such as coffee shops or take-away food franchises into the mHITs network he continues. Also, up to now, most food and beverage franchises have had difficulty in adding simple ordering and payment within their apps. Adding ordering and payment via mHITs not only means increased convenience for consumers but also adds enormous value to usefulness of apps. he concludes.The mHITs payment service can also be integrated into 3rd party apps to provide integrated menu ordering and payment.For more information on the mHITs iPhone app visit http://www.mhits.com.au/iphone or search for mHITs in the iTunes app store.how to downloadThe mHITs iPhone app can be downloaded for free from the Apple iTunes store - just search for mHITs. For more info visit http://www.mhits.com.au/iphone.about mHITsmHITs Limited is an Australian based developer and operator of mobile payment services. In Australia, mHITs operates the mHITs SMS payment service that allows consumers to send and receive payments by SMS text message.Consumers can send and receive money instantly via SMS text message between mHITs members which makes mHITs great for splitting bills, IOUs and taking collections for payments. mHITs works on all mobile phones, on all Australian mobile networks and on both pre-paid and account plans. mHITs has also developed a unique Point Of Sale solution and for retail transactions, mHITs allows consumers to pay for coffee or other food and beverage items using their mobile phone simply by sending an SMS. Consumers can also use the mHITs service to pre-order their items before arrival at a venue, meaning less queuing and waiting and faster service.A variant of this solution, Easy Canteen, uses the same technology to provide parents and students the ability to order and pay for school canteen lunch orders by SMS.mHITs is also an ideal payment method for purchase of mobile content, MP3 and other electronic and digital downloads, or for making purchases for goods and services from Internet websites. Other applications include cashless vending, parking, taxi fare payment, charity donations and cash back offers. mHITs recently launched its pay for coffee by SMS service in Sydney, Canberra, Melbourne and Adelaide and has plans for rollouts in other cities. Details of venues currently using the service in Australia are available via the mHITs website at http://www.mhits.com.au.mHITs in developing countriesAs well as operating an SMS payment service in Australia, mHITs is also working in overseas markets in the design, deployment and operation of mobile payment solutions for the so called unbanked (people who do not have access to traditional banking services).Use of the mobile phone as a payment device is acknowledged as a logical payment solution for the unbanked as people in developing countries often lack the formal identity requirements that traditional banking services require such as a birth certificate, formal address or a regular employment or income. The lack of bank branches, limited number of ATMs, reduced access to the Internet and the general low level of financial literacy in developing countries are contrasted by the large-scale uptake of mobile phones in these same markets. mHITs has deployed a number of services in Papua New Guinea and is currently developing partnerships in other markets around the world. For more details visit http://www.mhits.com.au/news.html.mHITs iPhone app screen shots

Contacts

Harold Dimpel
+61410622272
mailto: harold@mhits.com.au