

From: Mike Sidwell [mikes@lge.com]
Sent: 01 November 2005 11:56 AM
To: 'C. Muir'
Subject: RE: Appointment - mobile banking study
Clarissa,

Further to our telephone conversation today, I would just like to confirm what LG's position on mobile banking is.

- Most banking gateways are built and developed on existing technology. The GSM Network Providers and Banking institutions are the two entities that are making money out of this application.
- The handset is the equivalent to a computer in an e-commerce transaction on-line. The challenge being able to authenticate your user at POS.
- A handset allows you to get higher levels of authentication for the following reasons:
 - In many instances the user has a contract with the Network Provider – who in turn issues the client with a sim card.
 - He has a password to access his phone.
 - The phone has a unique IMEI no; which can be matched to the sim card, which verifies the user and the sim and the handset.
 - The bank then issues the user with a unique password the access there bank account on-line, and lastly the user must know which bank account they want to access. The more steps you place in the process the better the security around the product.
 - Once all this has taken place the user can start transacting.
- Bearing the above in mind this is done by using easy-to-use drop down menus. Which is a software application built on top of the technology of the handset and the sim card.
- Mobile phones are constantly being improved to ensure easier application download and screens are constantly being improved to more legible e.g. larger, colour TFT etc. Onboard memory is also being increased with external ports now being incorporated to allow as much memory onboard to deal with the ever growing demand for more applications. LG endeavours to ensure that our transmission rates are equal to or more superior than what the networks require, ensuring the best WAP, GPRS and 3G downloads.
- Going forward one of the few areas that LG could maybe still get involved in ensuring safer banking on-line would possibly be around the area of putting further safeguards around external hacking through measures being installed in the handset.

Clarissa, I hope this helps with regards to your assignment, and please don't forget in future please use an LG handset – after all “Life's Good” with LG.

Good Luck and all the best with your degree.

Regards

Mike

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-----Original Message-----

From: C. Muir [mailto:cmu@rau.ac.za]
Sent: 31 October 2005 01:14 PM
To: mikes@lge.com
Subject: RE: Appointment - mobile banking study

Dear Mike

Is it possible to schedule a meeting within the next week for me to conduct the interview with you?

Please feel free to call if you have any questions – 082 8366754

Thanks

Clarissa

From: Thamari Chetty [mailto:thamari@lge.com]
Sent: 17 October 2005 15:43
To: mikes@lge.com
Cc: cmu@rau.ac.za
Subject: FW: Appointment - mobile banking study
Importance: High

Hi Mike,

As discussed please could you contact Clarissas regarding her inquiry below.

Clarissa,

Mike will be your best person to chat to in this regard.

I trust that all is in order.

Kind regards, Thamari

Thamari Chetty
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-----Original Message-----

From: C. Muir [mailto:cmu@rau.ac.za]
Sent: 17 October 2005 02:19 PM
To: thamari@lge.com
Subject: Appointment - mobile banking study

Dear Ms Chetty

My name is Clarissa Muir and I am a lecturer at the University of Johannesburg. I am currently completing a masters dissertation on mobile banking in South Africa. The study focuses primarily on the implementation of Absa mobile banking (cellphone banking) as a business-to-consumer (B2C) m-commerce tool and how it is implemented across the m-commerce value chain.

This is a qualitative research project which entails a number of

face-to-face interviews. One of the components of the value chain refers to mobile phone manufacturers which means that this component needs to be researched and key individuals need to be interviewed. The interview will deal with mobile commerce and what your organisation is currently doing with regards to mobile commerce and also the development thereof.

I got your details from Ms. Ismail at Vodacom. You have been identified as one of the key individuals within LG that could assist with the study. Would you be so kind and grant me an interview regarding this matter? Feel free to set a date and time based on your schedule.

Feel free to give me a call on 082 8366754 if you have any questions

Regards,

Clarissa Muir

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