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BOKU Enables 1-Tap Mobile Payments for Android Apps with Launch of Developer Toolkit

Developer SDK will enable Android smartphone users in 60 countries to seamlessly charge goods and services to their mobile phone bill

June 2, 2010 – San Francisco, CA – BOKU, Inc., the global leader in mobile payments, announced today the launch of their global in-app mobile billing solution for the Google Android™ app platform. The BOKU Payments SDK is a toolkit for developers to easily enhance and monetize any Android app with in-app purchases via carrier billing. Developers interested in the alpha version of the SDK can sign up to request access on the BOKU website.

By integrating the BOKU service, Android developers provide users with a simple 1-Tap™ purchase process that does not require the collection of credit cards, financial information, user login, or registration through a third-party website. The integration SDK is in alpha testing now. Participating developers will have early access to the SDK before it goes live on the Android platform.

“This is a huge step for the Android development community which, until recently, had no way to easily monetize downloaded apps and generate revenue while maintaining an outstanding user experience.” Said Erich Ringewald, CTO of BOKU, “BOKU is the largest and first global carrier payment platform with an Android SDK for in-app purchases. With our in-app Android payment solution we are bringing increased conversion to merchants, and a seamless, secure purchase experience to consumers.”

Once BOKU’s service is integrated into the application, in-app mobile billing is made immediately available to the application’s consumer base with broad coverage across more than 60 countries with no need for additional work on the part of the app developer. Some of the primary features available to Android developers through the BOKU SDK include:

Android library for easy integration of BOKU into any new or existing app

1-Tap Purchasing through Carrier Billing in more than 60 Countries

No User Registration or User Login and Password

Secure Authentication of the Transaction as part of the BOKU Library

Authentication and Carrier Billing provided by BOKU Payments for Android

Library file in JAR, supports Android Apps, also supports NDK

Supports Android 1.5 – 2.1 “A solid infrastructure and well-defined standards for mobile billing on a global scale create enormous revenue potential in social, mobile and casual gaming,” said Michael Pachter, research analyst for Wedbush Securities. “BOKU is helping to set those standards, and Android capability for in-app billing is another critical step in democratizing the gaming landscape and increasing revenues for large and small developers alike.”

This first of its kind SDK library will be available for download to Android developers who sign up and participate in the alpha program at www.boku.com/android. To enable the service, developers only need to download the library and drop it into their app.

BOKU has mobile payment processing relationships with leading game and application developers around the world, including nearly 100% of the top applications for virtual goods and currencies purchased on Facebook. BOKU's mobile payment service, Paymo, is enabled across over 200 carriers worldwide in more than 60 countries, and reaches a potential 2 billion customers. The company just announced a strategic investment by Andreessen Horowitz and additions to the management team.

ABOUT BOKU

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 2 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures,

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