Zero Effort Payment

Technology Overview

- BLE (Bluetooth Low Energy) Beacon (Apple's iBeacon) based Payment at Stores without Privacy & Security Concern and User Interaction

Core Technologies

- Privacy Preserving Check-in

- Proximity-based Payment (1.5m)

- Location-based Authentication complying with the FIDO Standard

Application Area and Advantages

- Payment Service : Very Simple User Experience

- Online to Offline Service : Automated & Non-Intrusive Online Customer Identification and Authentication at Stores

Accomplishments

- BC Card, Korea's biggest credit card company, has launched the "ZEP Service" on December, 2014

- Preferred partnership (technology transfer, technology licensing, joint research, Etc.)