



Adyen Launches Fully Integrated Payment Solution for iPhone and Android Applications

AMSTERDAM, 21st June 2011 – [Adyen](#), the fast-growing provider of Internet and mobile payment solutions, has today announced the availability of a single-click mobile payment solution for iPhone and Android. The outsourced solution gives application developers the ability to implement an alternative payment solution to iTunes that also accepts credit cards, PayPal and a range of other payment methods within mobile applications and mobile websites.

The mobile optimized Adyen payment platform means that merchants and developers can benefit from a fully integrated service that removes the burden of security and PCI compliance. Innovative skin technology enables app developers to adjust everything related to the look and feel of the mobile payment and checkout process – an important driver for increased conversion rates.

A number of international merchants have gone live on the new mobile platform, including Pathe, the largest chain of cinema theatres in the Europe, which has been using Adyen to sell tickets to customers on its iPhone mobile application. Another merchant recently live on Adyen is Greetz, one of Europe's largest online greetings card retailers. "More and more of our customers have been demanding flexibility and convenience over mobile. Adyen's payment platforms have been developed with this in mind, which made it a no-brainer for us," explained Johan van Vulpen, CEO of Greetz.

Functionality extends to processing mobile payments with a single click, maximizing convenience for the customer as they no longer have to enter their full credit card details every time they make a purchase.

"A growing number of our customers have been asking for an alternative payment solution to iTunes on the iPhone, in addition to supporting payments on Android devices, and this is exactly what we have developed," said Roelant Prins, Chief Commercial Officer, Adyen. "We have had tremendous success with retailers launching mobile apps and mobile websites to sell non-digital products like clothing, tickets and daily-deal offerings. The mobile channel is a serious and significant sales channel with enormous potential for growth the coming years."

For more information please visit Adyen's website www.adyen.com or via these links:

Twitter: <http://twitter.com/AdyenPayments>

LinkedIn: <http://www.linkedin.com/company/adyen>

-ends-

About Adyen

Adyen is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen's revolutionary Internet Payment Solution enables merchant to significantly increase online conversion by optimizing the online payment process. This "one-stop" solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. To learn more, please go to www.adyen.com

Press Contacts:

James Kennedy
AxiCom PR for Adyen
+44 (0) 208 392 4091
james.kennedy@axicom.com