

## New Evidence Supports that 2014 is the Year mPOS Acceptance Will Go Mainstream

Written by Australian Business

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BOSTON--( [BUSINESS WIRE](#) )--December's mPOS tracker, an industry report produced by PYMNTS.com and sponsored by ROAM, a leader in the mobile commerce industry sees a strong end of mPOS in 2013.

The December 2013 report features four new players, including 1010, a Hong Kong-based mobile operator, and Tantrum Street, developer of Cartwheel Register, Kazcommercbank and Vivo. In addition eight existing players were updated from previous months : iZettle, I Love Velvet, PayAnywhere, Payleven, Square, PayPal Here, YESPay and GoPago and three suppliers: ROAM, Anywhere Commerce and Infinite Peripherals.

December's report reveals that mPOS continues to break into new territories and recent academic analysis from the University of Arkansas supports PYMNTS.com analysis that merchants shouldn't pick a mPOS player but a platform.

Additional observations discussed in this report include:

***mPOS and its enabling platform is changing how consumers and merchants interact.*** Not only does mPOS enable digital payments to happen in places where cash was only once used, it also enables merchants to offer a number of other capabilities that are adding value to the consumer/merchant interaction.

***Is the mPOS market really consolidating or are we seeing a zero sum game?*** Perhaps both. The acquisition of GoPago by 2 existing companies, although one of those companies isn't in the market yet, Amazon, is a good example of how consolidation and new market entrances create a new industry dynamic.

[Download the full December 2013 mPOS Tracker report here.](#)

Updates related to the player profiles and capabilities are welcome and should be directed to: [mobilepos@pymnts.com](mailto:mobilepos@pymnts.com) .

## About PYMNTS.com

[PYMNTS.com](#) is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of payments and commerce and make news.

This powerful B2B platform is the #1 site for the payments and broader commerce ecosystem by traffic and the premier source of information about “what’s next” in payments. C-suite and VP level executives turn to it daily for these insights, making the [PYMNTS.com](#) audience the most valuable in the industry. It provides an interactive platform for companies to demonstrate thought leadership, popularize products and, most importantly, capture the mindshare of global decision-makers. PYMNTS.com .... where the best minds and best content meet on the web to learn “What’s Next” in Payments and Commerce.

## About ROAM

[ROAM™](#), an Ingenico company, helps merchants get to market quickly with secure, cost effective and powerful mobile point of sale solutions, regardless of the technology environment. ROAM’s “powered by” mCommerce platform provides the hardware peripherals, applications, tools and services enabling companies worldwide to realize the benefits of using mobile to reinvent their interactions with their customers and to create new business efficiencies. Founded in 2005, ROAM is a pioneer in the mobile POS space, having produced and distributed the industry’s first secure mobile card reader and today powers mobile point of sale solutions for many of the leading companies in this market, globally. For more information, visit [www.roamdata.com](http://www.roamdata.com)