

Transforming Commerce: Mobile Wallets & LBS 4Q 2013

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Abstracts

In this report, Parks Associates analysts examine the impact of mobile payment applications and location-based services (LBS) and technologies on retail and commerce.

The report evaluates the prospects of several competing mobile wallet approaches and profiles the leading mobile wallet solutions. The report outlines the opportunities and challenges of mobile wallets for key industry players, including mobile carriers, merchants, and payment industry players. The report also includes recent consumer analytics on mobile wallet app use and provides a forecast of mobile wallet users and mobile wallet transaction values through 2017.

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 - CorFire
 - C-SAM
 - Deutsche Telekom
 - DeviceFidelity
 - Discover

Dominos
Dunkin' Donuts
Dwolla
Enstream
Equinox
Euclid
Everything Everywhere
Facebook
FirstData
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Gemalto
Giesecke & Devrient
Google
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