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Mobile gaming booms

PayPoint.net's real-time API helps drive huge rise in transactions at mFortune

London, 25 January 2012: PayPoint.net, the online payments provider, has reported that mobile phone payments hit jackpot levels at the end of 2011, with mFortune, the leading mobile gaming service, revealing that it saw a 36% rise in transactions during November and December.

The PCI compliant payment gateway from **PayPoint.net** provides a real-time API to ensure its clients' customers receive the credit they pay for immediately and securely, so they can begin playing instantaneously – something which is critical to the success of mobile applications.

Glenis Poletti, Business Manager, mFortune, said: "2011 was mFortune's busiest ever year as smartphones have started to become more of an established part of the gaming industry. We only take payments from our customers through mobile devices so PayPoint.net's secure system has played a significant part in our achieving this extraordinary growth.."

mFortune, which allows players to upload credit into a gaming account and pays out winnings into that same account, has quickly established itself as the leading brand in mobile gaming and has just launched a first-of- its-kind multiplayer Texas hold 'em poker game. The appeal of the company is that players can participate in bingo and other casino games anywhere and at any time via their mobile phone. With the majority of customers playing for money rather than just fun and with monthly prize payouts of up to £18m, it is crucial that mFortune has the ability to take and monitor transactions swiftly.

The flexibility of PayPoint.net's API has made it possible for mFortune to transition to different card acquiring banks without having to amend its integration. PayPoint.net offers a wide range of acquirers in both the UK and worldwide, supporting fast growing gaming businesses to adapt to changing requirements.

Glenis Poletti added: "Outsourcing payment processes to PayPoint.net has enabled mFortune to focus on our core business of innovating and servicing our customers. mFortune's popularity has been assisted by PayPoint.net's capacity to offer a wide variety of payment options, which ensures there is more choice for customers paying in credit to their account.

"2011 has been a fantastic year for us and we've seen the business and brand going from strength to strength. It is crucial that we have a payment provider that is well positioned to meet our needs and is able to cope with high levels of demand. As a company experiencing rapid growth, it is reassuring to know that our payments are being taken care of and that our provider can maintain the same high level of service as we continue to flourish."

Michael Norton, Managing Director, PayPoint.net, commented: "We are delighted to be helping in the development of this exciting new market and to have assisted mFortune achieve another record breaking year. It is crucial for any gaming operator to be able to transition easily to the acquiring bank most suited to their needs, so it's a real bonus not having to re-integrate. We're also committed to the quality of our API services, as it is vital in the mobile industry that transactions are completed immediately so that the business runs smoothly. We look forward to 2012 being just as successful and processing even more record breaking levels of transactions."

About PayPoint.net

PayPoint.net is a tier one internet payment service provider that helps businesses take advantage of the opportunities, and manage the risks, of trading online. Drawing on its 14-year heritage in online payments, it provides a highly secure payment platform and FraudGuard, one of the most advanced online fraud management systems on the market.

Its customers span high-profile retail brands such as WHSmith, Links of London and Firebox.com, small businesses and start-ups, for which it can arrange all the facilities needed to trade online in just 24 hours.

PayPoint.net is certified to the highest level of the Payment Card Industry Data Security Standard (PCI DSS), offering all its customers compliance by default. Additionally, it has links with all multiple acquiring banks and accepts all major payment cards and online payment schemes.