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Diamond

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(45) **Date of Patent: Mar. 6, 2012**

(54) **WIRELESS MOBILE COMMUNICATOR FOR CONTACTLESS PAYMENT ON ACCOUNT READ FROM REMOVABLE CARD**

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(73) Assignee: **Visa U.S.A. Inc.**, San Francisco, CA (US)

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Related U.S. Application Data

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(51) **Int. Cl.**
G06K 19/06 (2006.01)

(52) **U.S. Cl.** **235/492**; 235/380

(58) **Field of Classification Search** 235/492, 235/380, 375, 487, 449
See application file for complete search history.

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Primary Examiner — Edwyn Labaze
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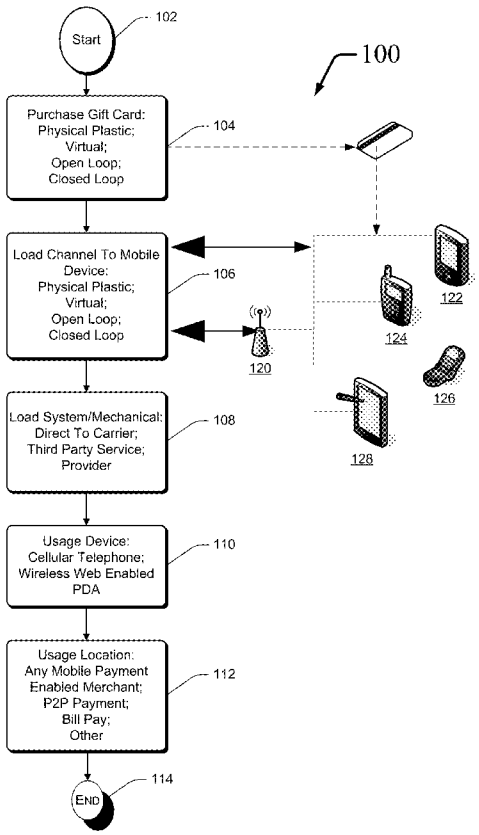
(57) **ABSTRACT**

A wireless mobile communications apparatus reads removable cards and can communicate an account corresponding to the removable card in order to conduct a wireless transaction with a merchant on the account with the wireless mobile communications apparatus. A total currency amount for the transaction, and remaining balance in the account after the transaction, can be displayed on a display screen of the wireless mobile communications apparatus. The removable card can be a gift card bearing a magnetic strip having an identifier for the account encoded thereto that will be read when inserted into the wireless mobile communications apparatus which can be a cellular telephone or Web enabled portable device. The magnetic strip gift card can be substantially composed of paper so as to be intended for disposable after use.

20 Claims, 14 Drawing Sheets



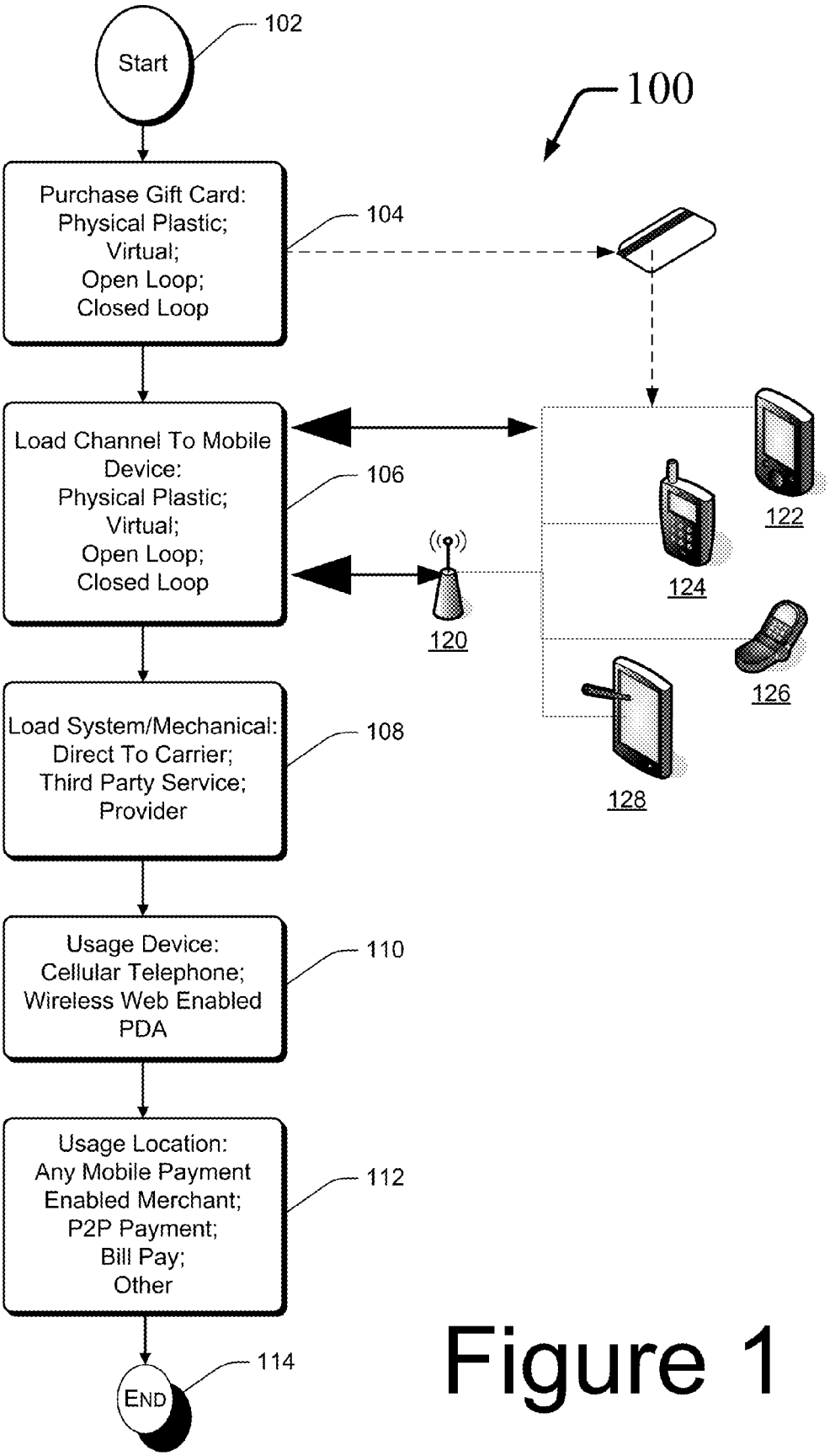

Start
102
100
Purchase Gift Card:
Physical Plastic;
Virtual;
Open Loop;
Closed Loop
104
Load Channel To Mobile
Device:
Physical Plastic;
Virtual;
Open Loop;
Closed Loop
106
120
122
124
126
128
Load System/Mechanical:
Direct To Carrier;
Third Party Service;
Provider
108
Usage Device:
Cellular Telephone;
Wireless Web Enabled
PDA
110
Usage Location:
Any Mobile Payment
Enabled Merchant;
P2P Payment;
Bill Pay;
Other
112
END
114

Figure 1

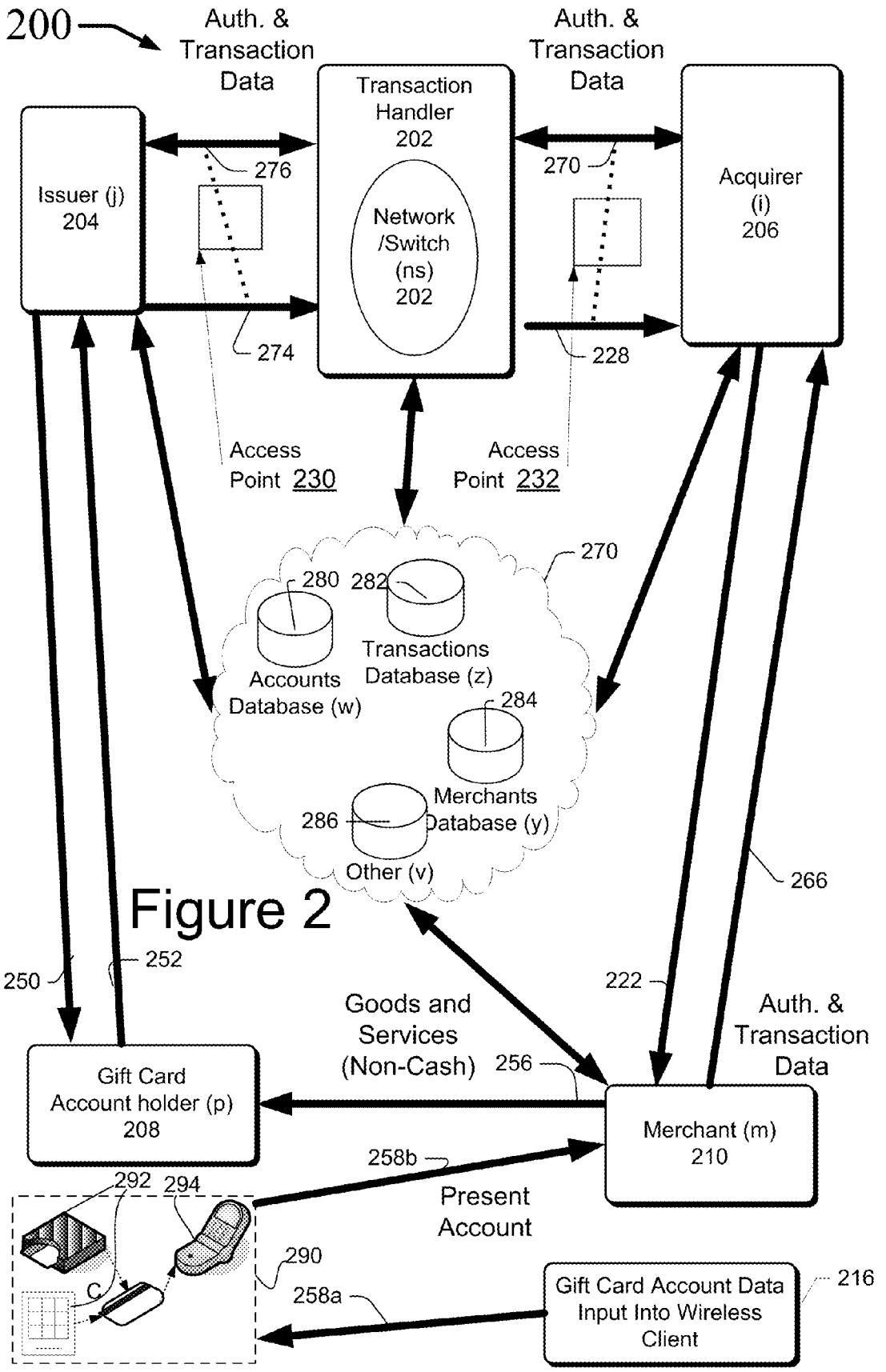

200
Auth. & Transaction Data
Auth. & Transaction Data
Transaction Handler 202
Issuer (j) 204
Acquirer (i) 206
Network /Switch (ns) 202
276
274
270
228
Access Point 230
Access Point 232
270
280
282
Accounts Database (w)
Transactions Database (z)
284
Merchants Database (y)
286
Other (v)
266
250
252
222
Goods and Services (Non-Cash)
256
Auth. & Transaction Data
Gift Card Account holder (p) 208
Merchant (m) 210
258b
Present Account
292
294
290
258a
Gift Card Account Data Input Into Wireless Client
216

Figure 2

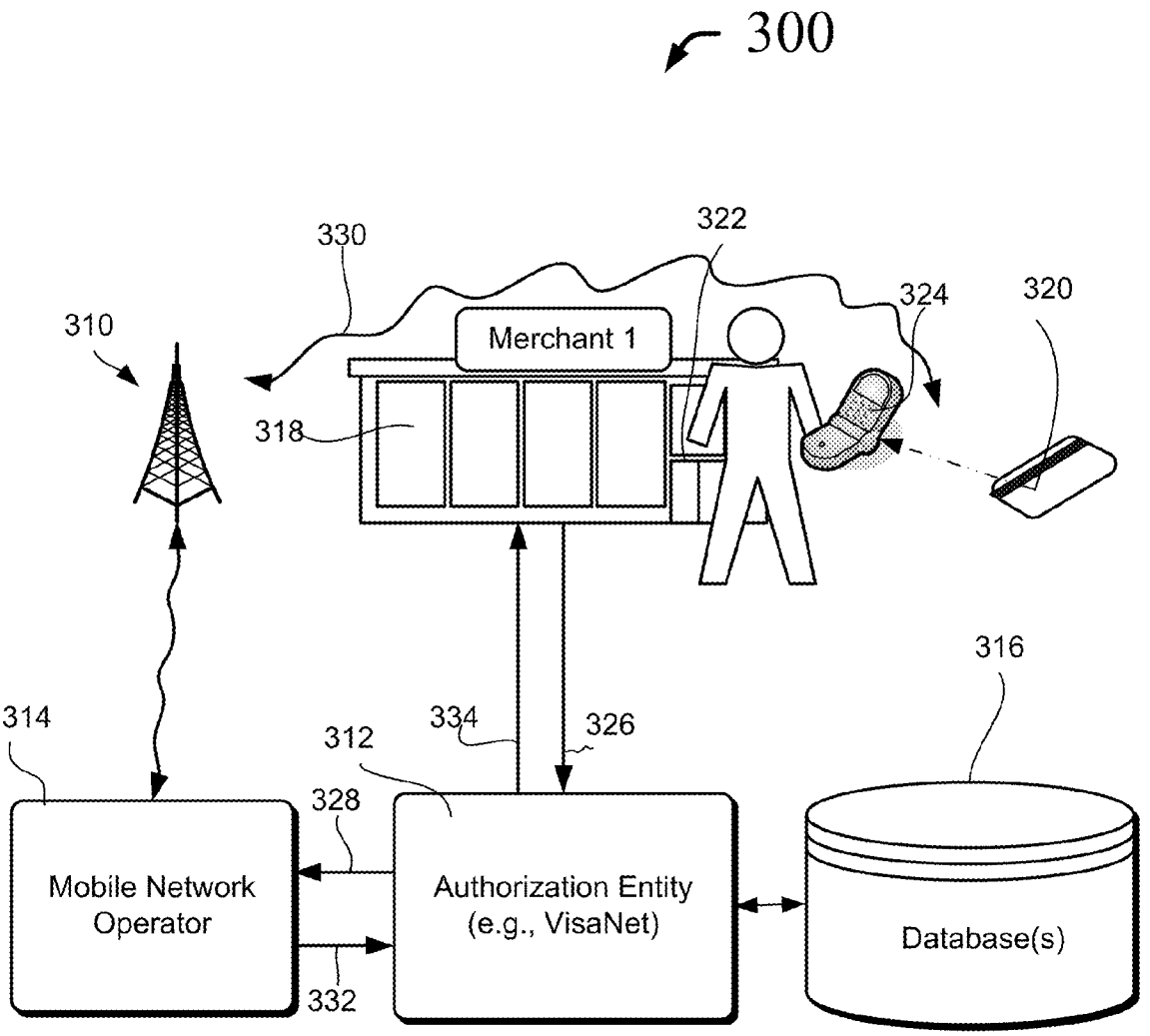

300
330
322
324
320
310
Merchant 1
318
316
314
334
326
312
328
Mobile Network Operator
Authorization Entity (e.g., VisaNet)
Database(s)
332

Figure 3

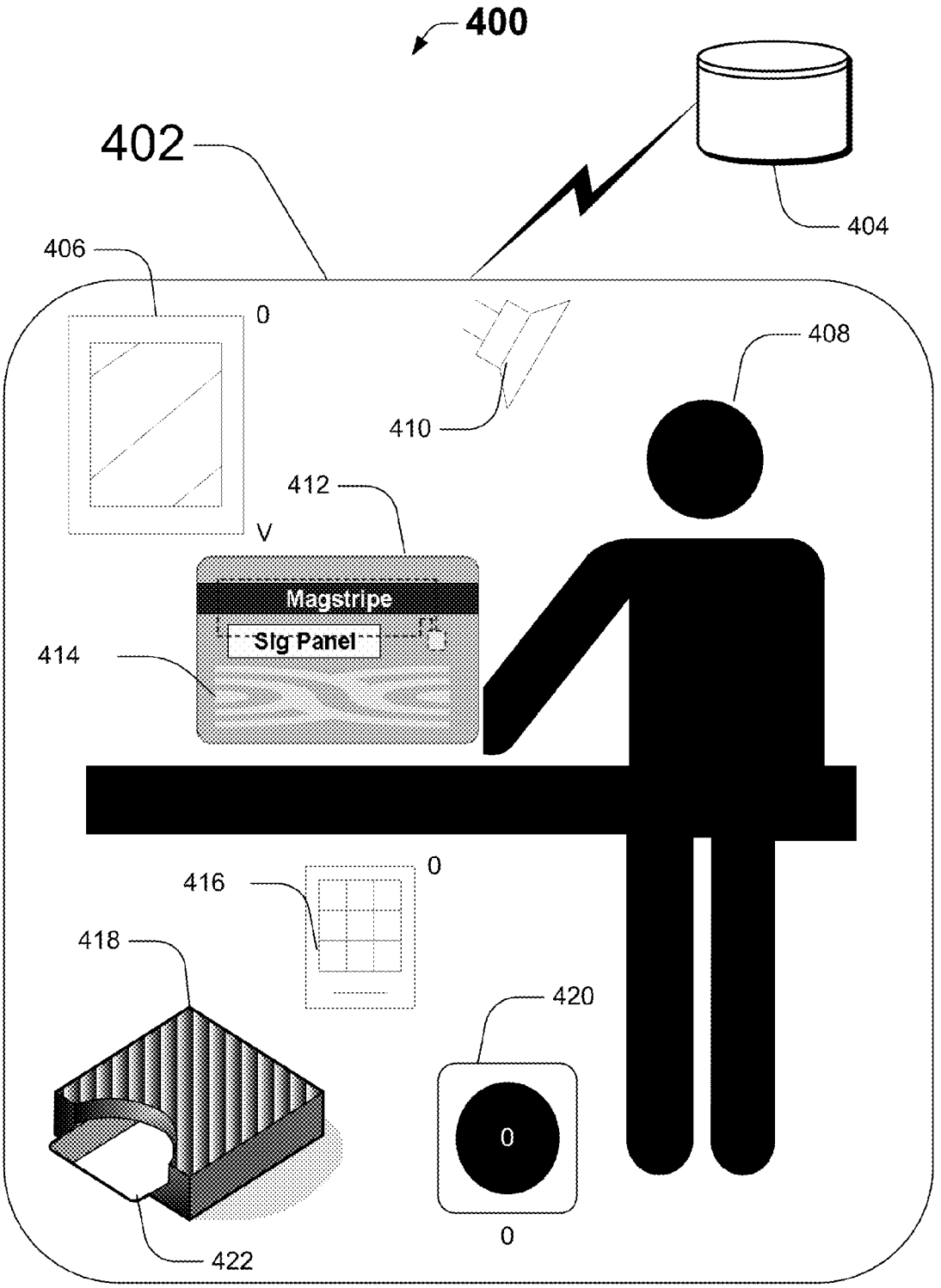

400
402
404
406
0
408
410
412
V
Magstripe
Sig Panel
414
416
0
418
420
0
0
422

Figure 4

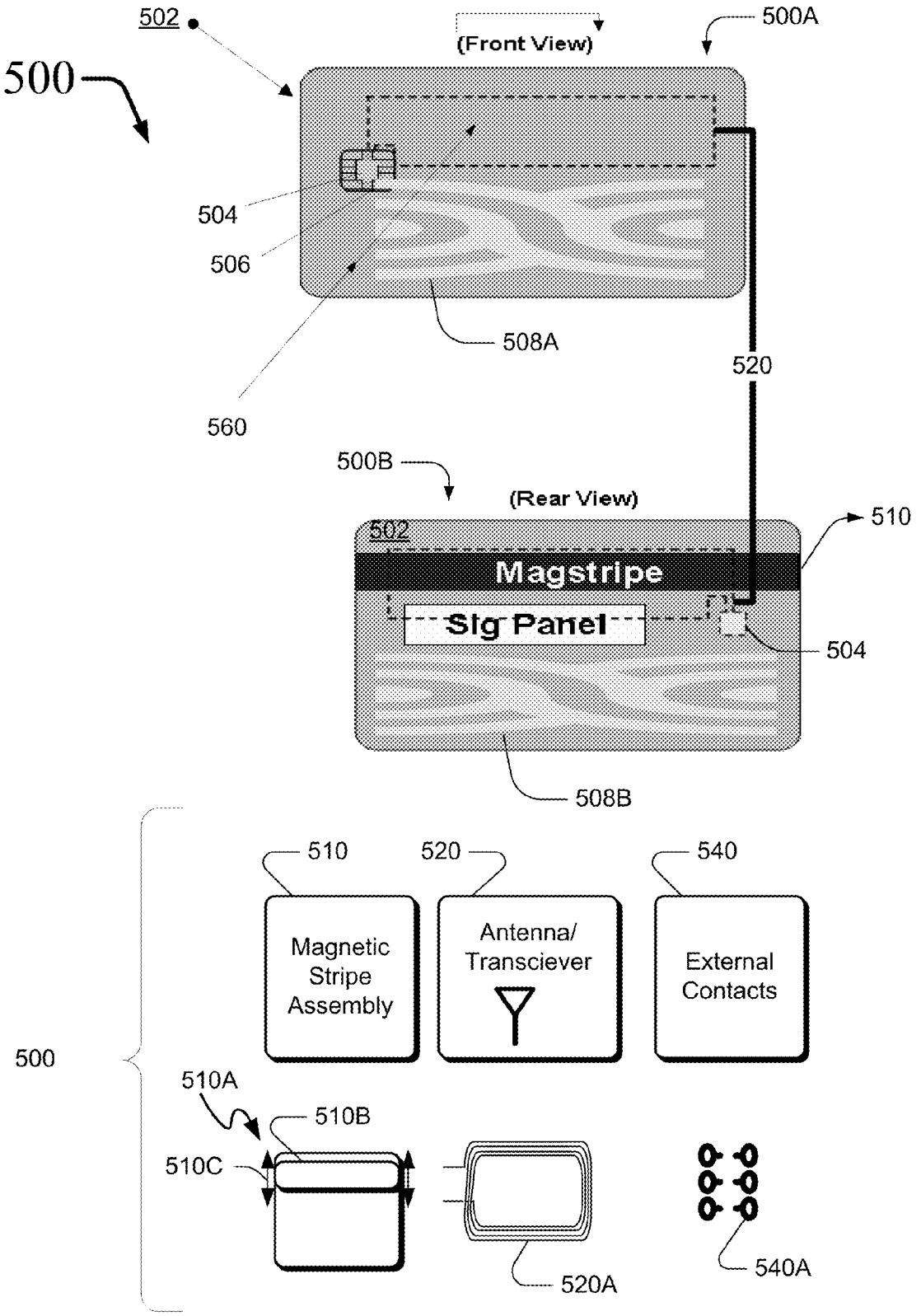

502
500
(Front View)
500A
504
506
508A
520
560
500B
(Rear View)
502
510
Magstripe
Sig Panel
504
508B
510
520
540
Magnetic Stripe Assembly
Antenna/ Transciever
External Contacts
500
510A
510B
510C
520A
540A

Figure 5

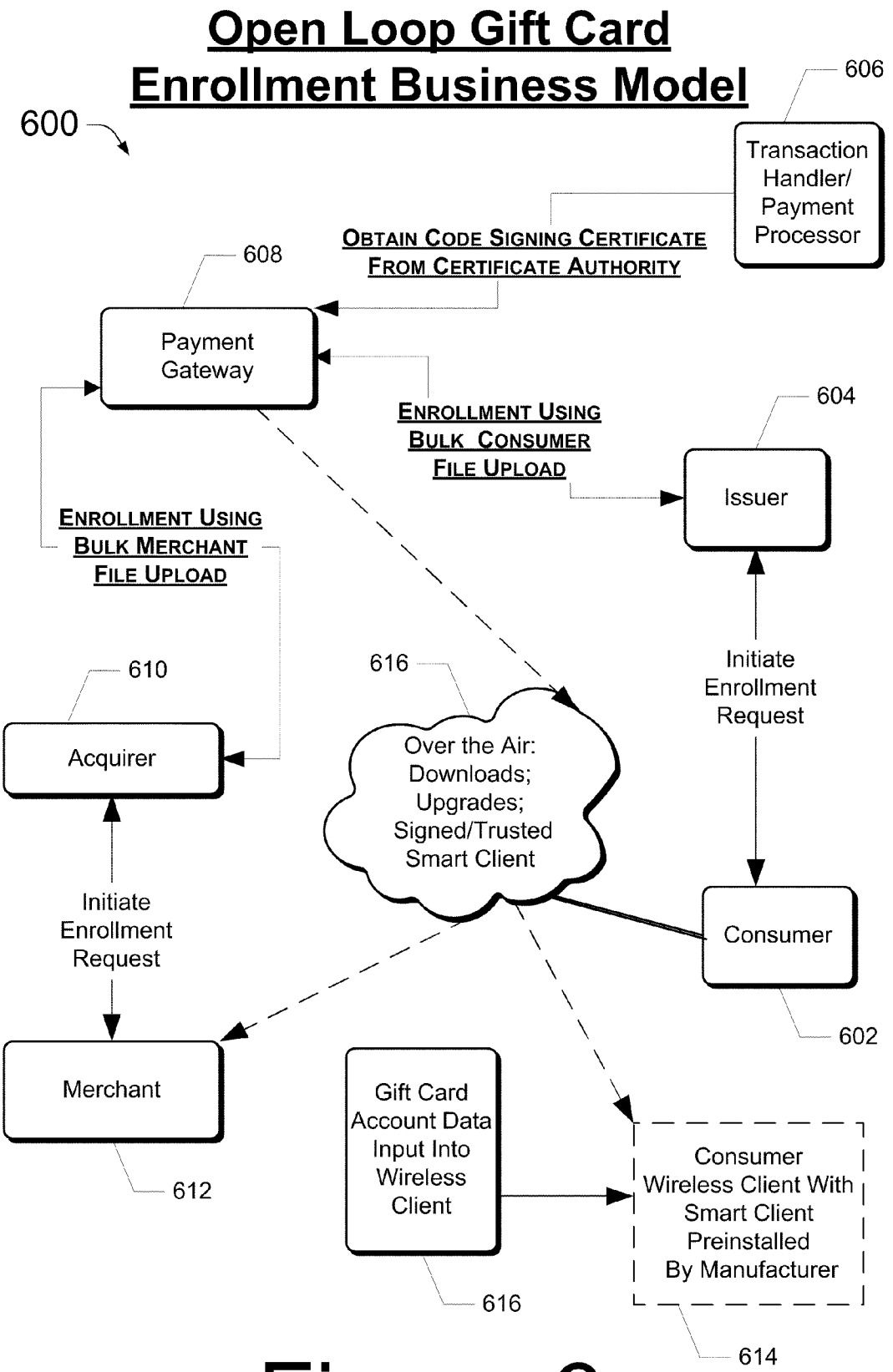

Open Loop Gift Card
Enrollment Business Model
600
606
Transaction Handler/ Payment Processor
Obtain Code Signing Certificate From Certificate Authority
608
Payment Gateway
Enrollment Using Bulk Consumer File Upload
604
Issuer
Enrollment Using Bulk Merchant File Upload
610
Acquirer
616
Over the Air: Downloads; Upgrades; Signed/Trusted Smart Client
Initiate Enrollment Request
Initiate Enrollment Request
Consumer
602
Merchant
612
Gift Card Account Data Input Into Wireless Client
616
Consumer Wireless Client With Smart Client Preinstalled By Manufacturer
614

Figure 6

Proximity Payment Transaction Flow

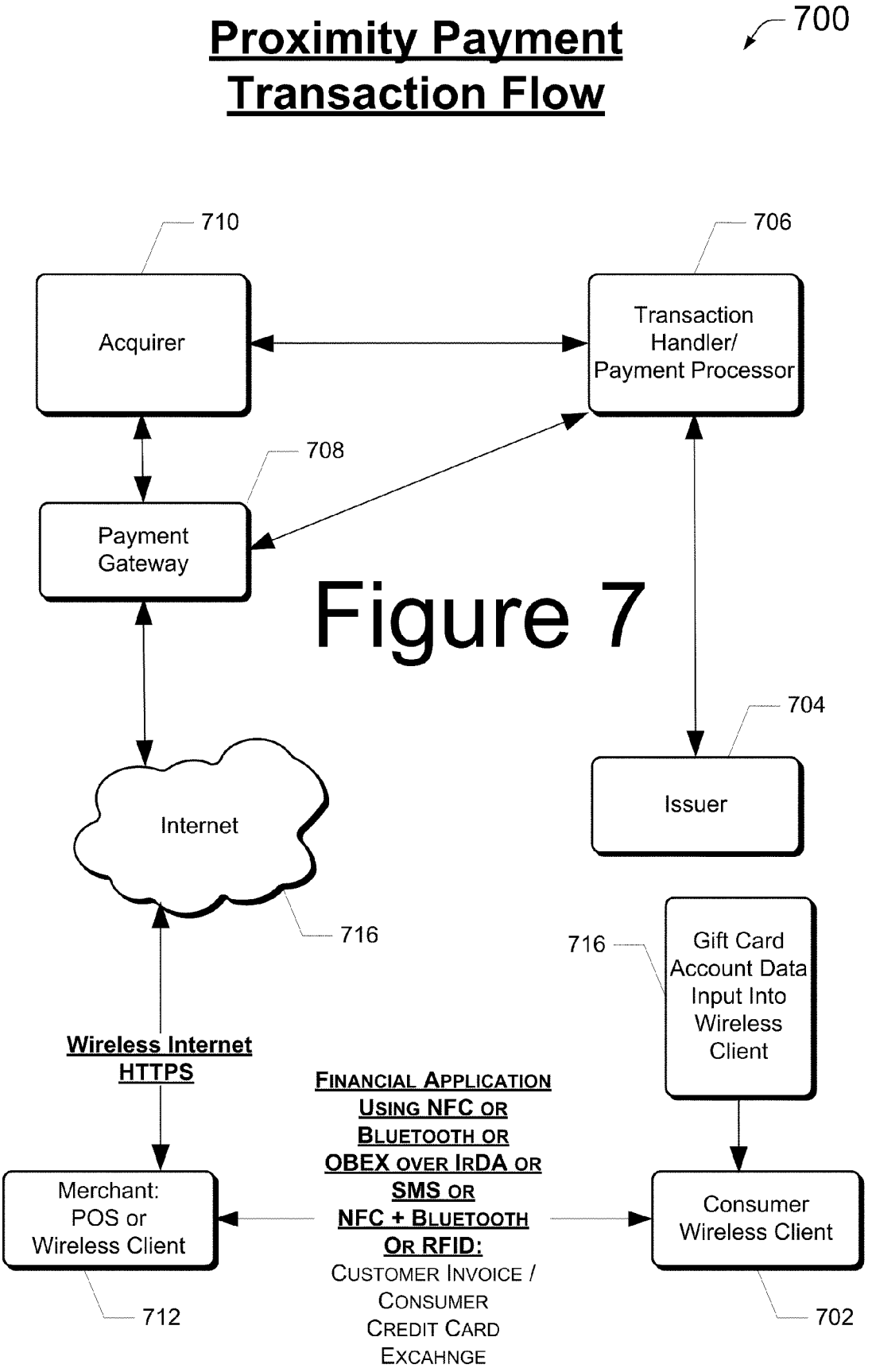


Figure 7

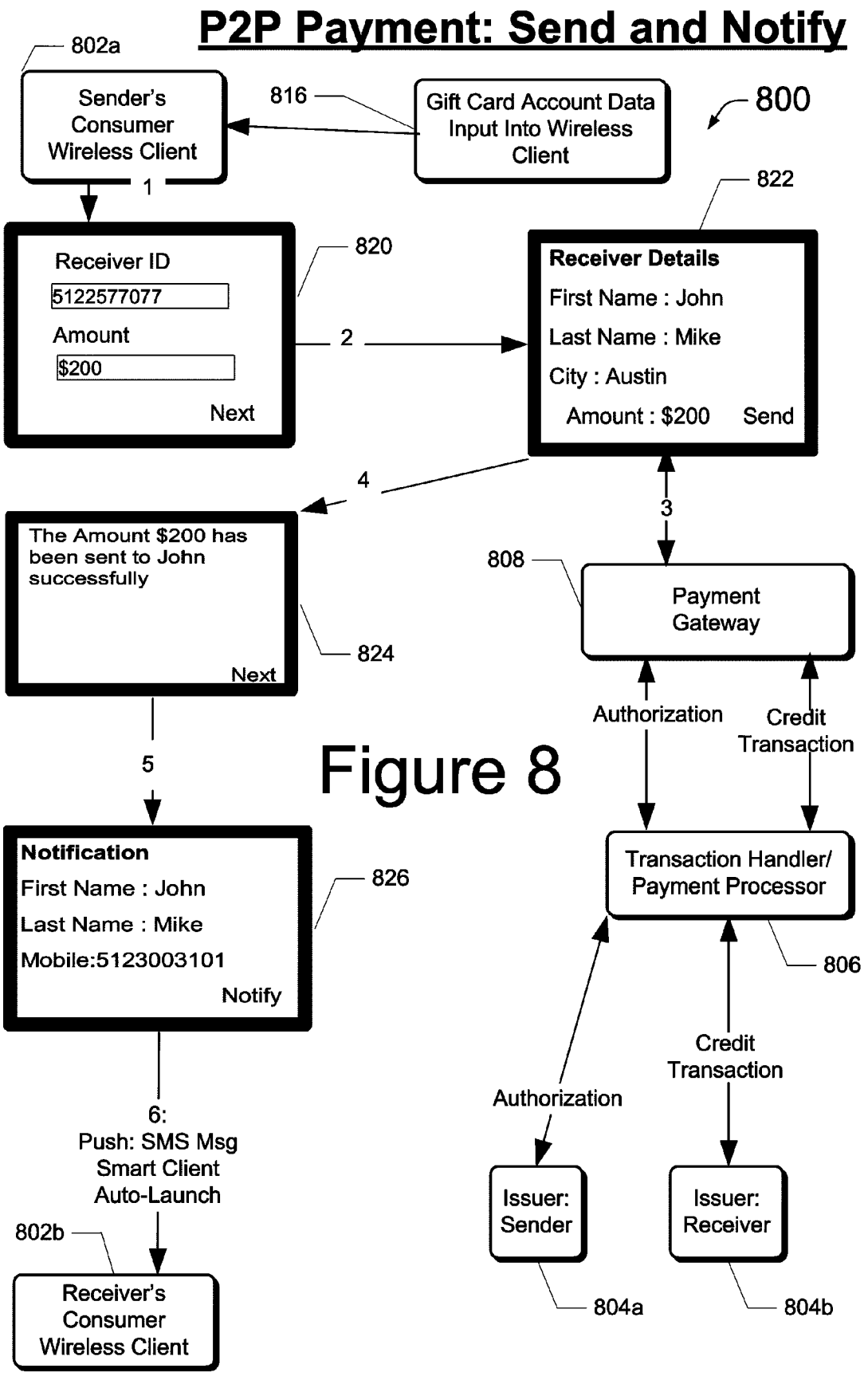
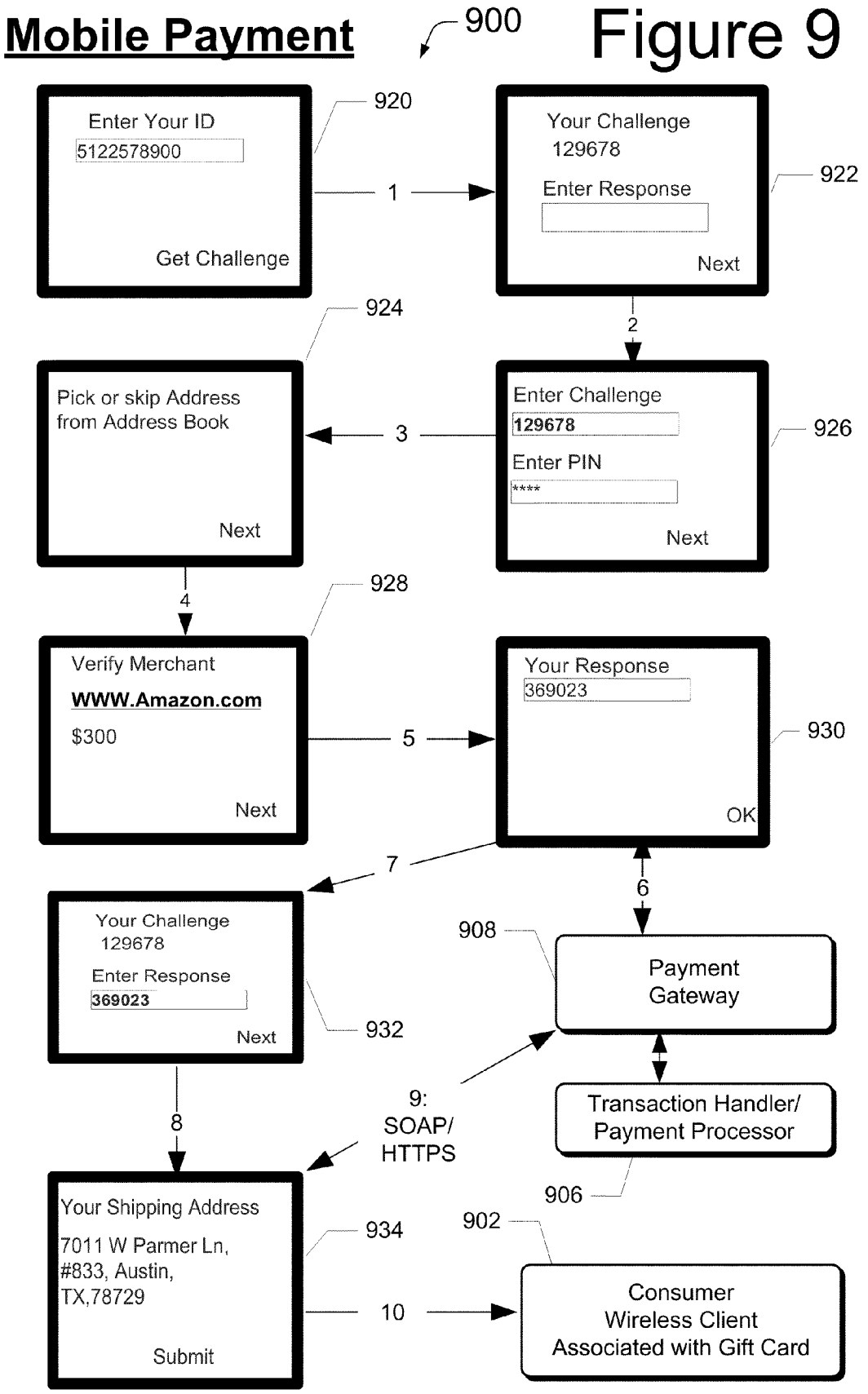

P2P Payment: Send and Notify
802a
Sender's Consumer Wireless Client
816
Gift Card Account Data Input Into Wireless Client
800
1
822
Receiver ID
5122577077
Amount
$200
Next
820
2
Receiver Details
First Name : John
Last Name : Mike
City : Austin
Amount : $200
Send
4
3
The Amount $200 has been sent to John successfully
Next
808
Payment Gateway
824
Authorization
Credit Transaction
5
Notification
First Name : John
Last Name : Mike
Mobile:5123003101
Notify
826
Transaction Handler/ Payment Processor
806
Credit Transaction
Authorization
6:
Push: SMS Msg
Smart Client
Auto-Launch
802b
Issuer: Sender
Issuer: Receiver
Receiver's Consumer Wireless Client
804a
804b

Figure 8


Mobile Payment
900
Figure 9
Enter Your ID
5122578900
Get Challenge
920
1
Your Challenge
129678
Enter Response
Next
922
2
Enter Challenge
129678
Enter PIN
****
Next
926
3
Pick or skip Address
from Address Book
Next
924
4
Verify Merchant
WWW.Amazon.com
$300
Next
928
5
Your Response
369023
OK
930
6
7
Your Challenge
129678
Enter Response
369023
Next
932
8
908
Payment
Gateway
9:
SOAP/
HTTPS
Transaction Handler/
Payment Processor
906
Your Shipping Address
7011 W Parmer Ln,
#833, Austin,
TX,78729
Submit
934
10
902
Consumer
Wireless Client
Associated with Gift Card

Virtual Account Management

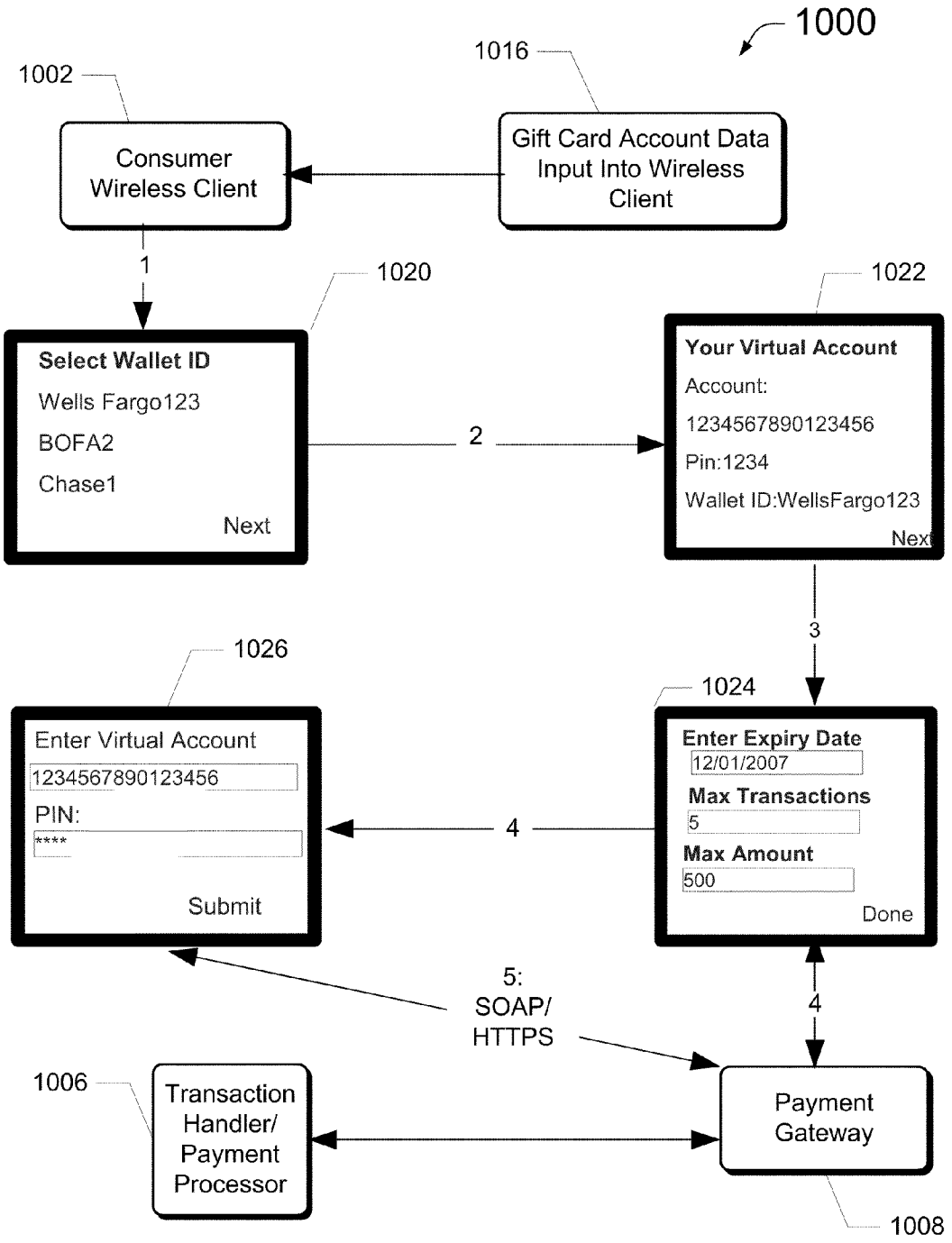


Figure 10

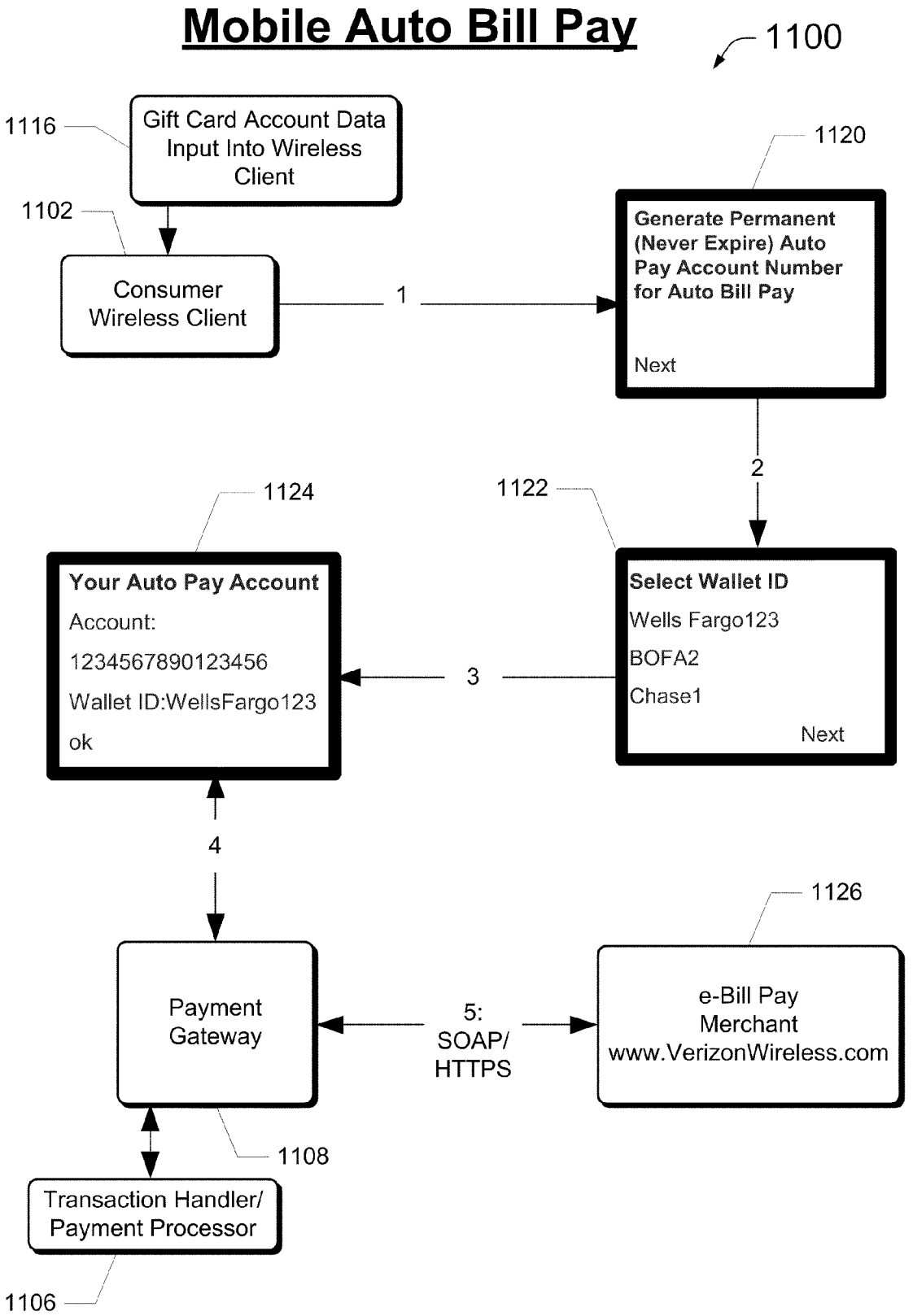

Mobile Auto Bill Pay
1100
1116
Gift Card Account Data Input Into Wireless Client
1102
Consumer Wireless Client
1
1120
Generate Permanent (Never Expire) Auto Pay Account Number for Auto Bill Pay
Next
2
1122
Select Wallet ID
Wells Fargo123
BOFA2
Chase1
Next
3
1124
Your Auto Pay Account
Account:
1234567890123456
Wallet ID:WellsFargo123
ok
4
1126
Payment Gateway
5: SOAP/ HTTPS
e-Bill Pay Merchant www.VerizonWireless.com
1108
Transaction Handler/ Payment Processor
1106

Figure 11

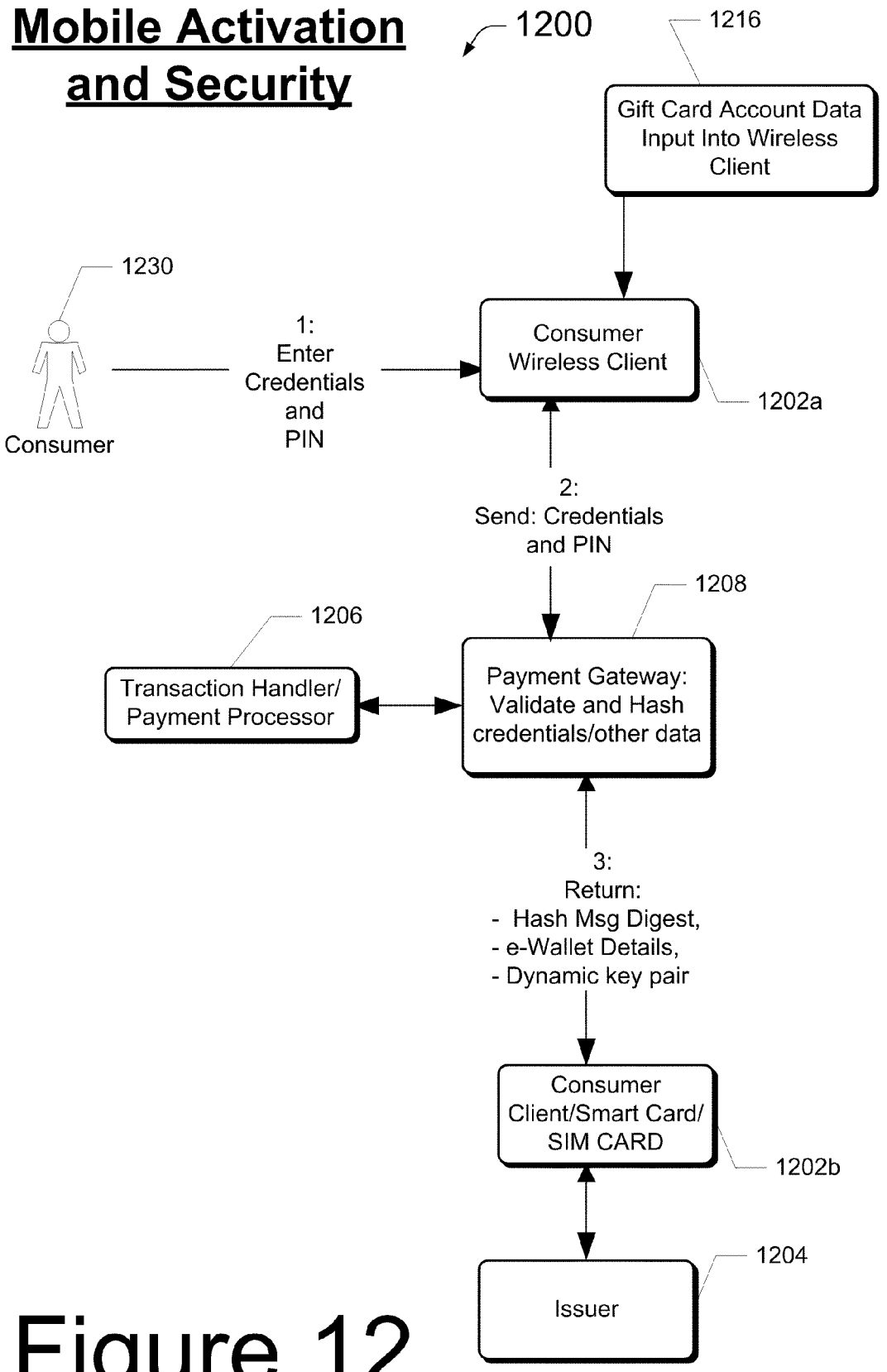

Mobile Activation and Security
1200
1216
Gift Card Account Data Input Into Wireless Client
1230
Consumer
1: Enter Credentials and PIN
Consumer Wireless Client
1202a
2: Send: Credentials and PIN
1208
1206
Transaction Handler/ Payment Processor
Payment Gateway: Validate and Hash credentials/other data
3: Return:
- Hash Msg Digest,
- e-Wallet Details,
- Dynamic key pair
Consumer Client/Smart Card/ SIM CARD
1202b
1204
Issuer

Figure 12

Mobile Client Authentication

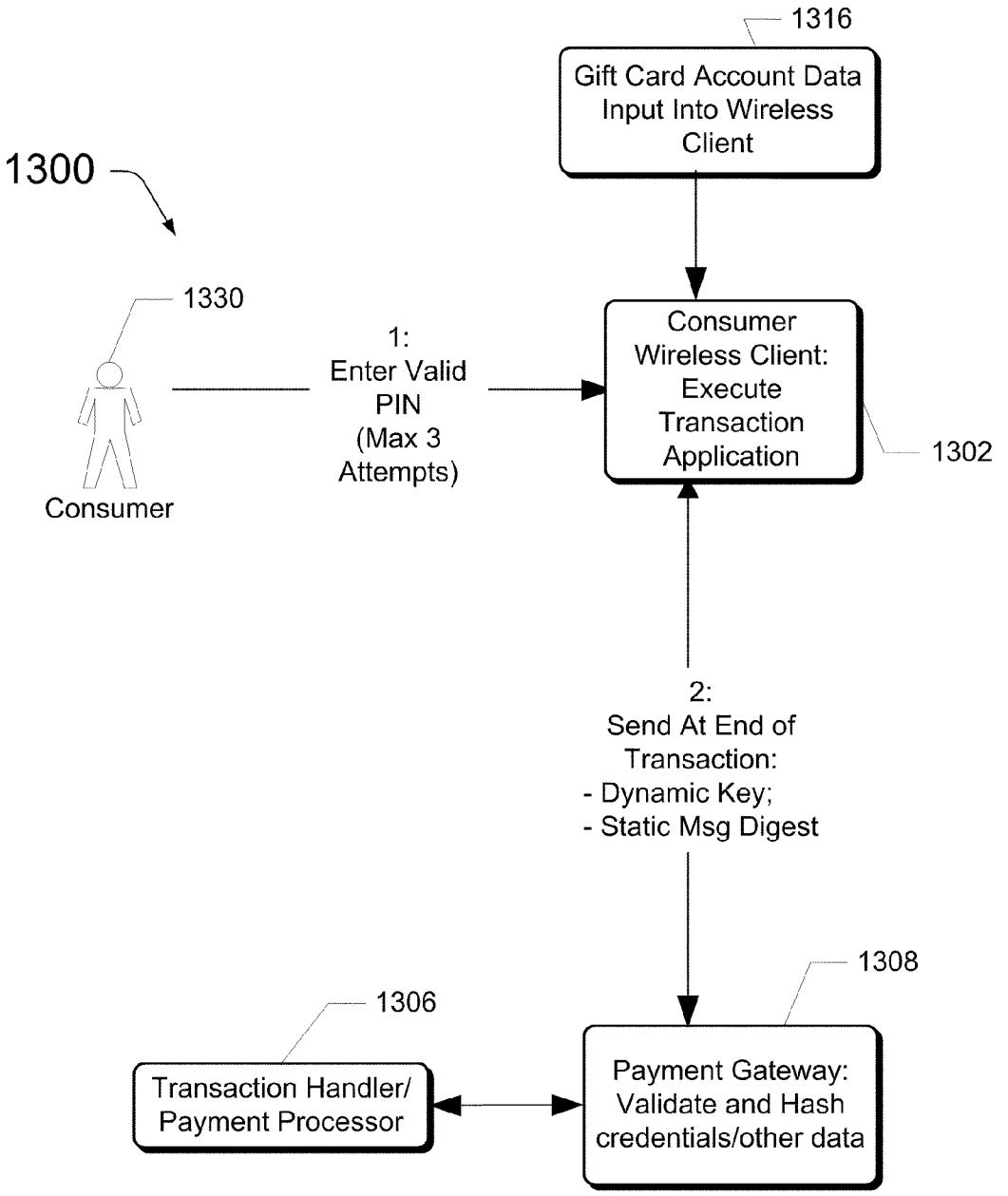


Figure 13

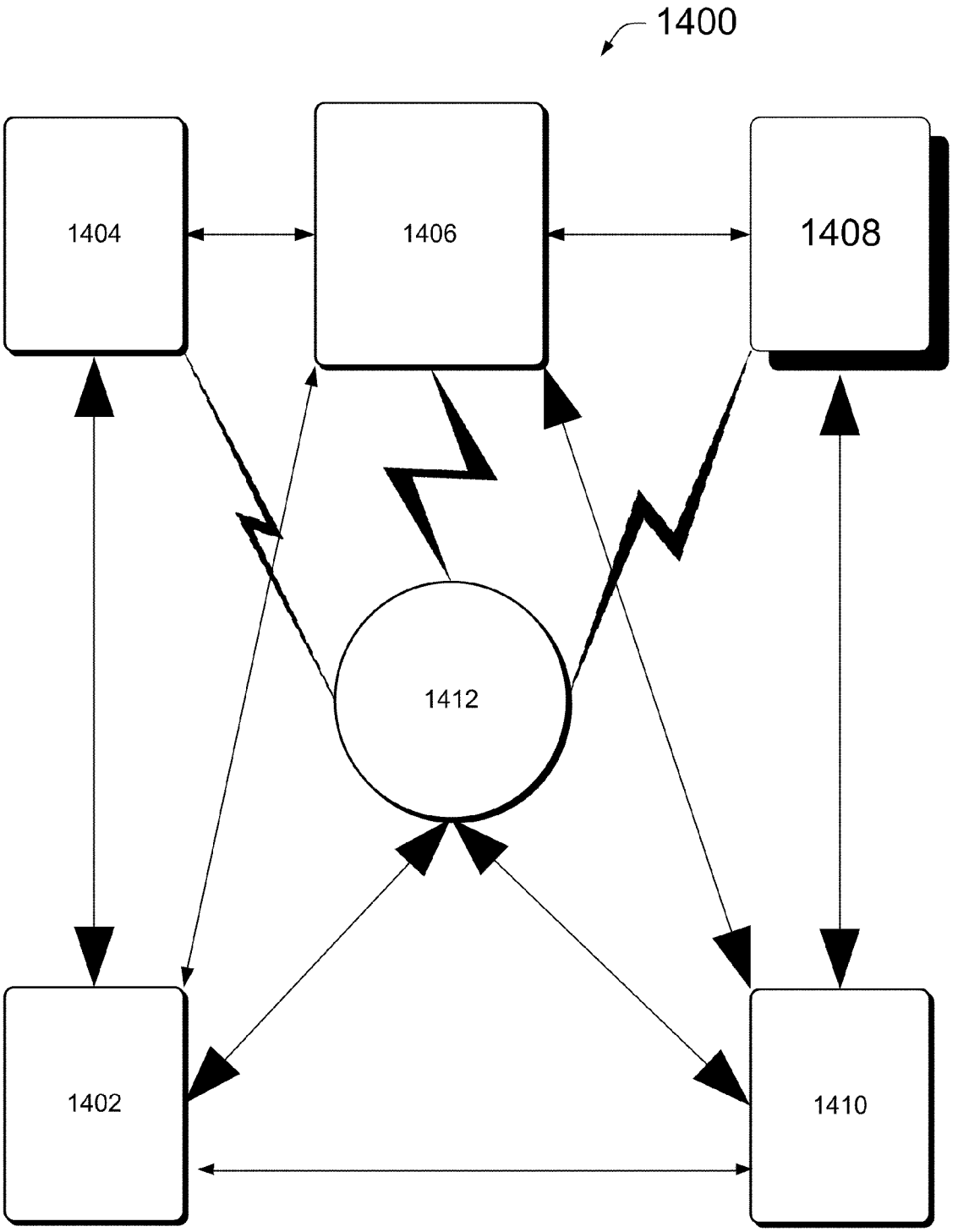


Figure 14

WIRELESS MOBILE COMMUNICATOR FOR CONTACTLESS PAYMENT ON ACCOUNT READ FROM REMOVABLE CARD

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims priority to U.S. Provisional Application Ser. No. 61/088,841 titled "Open Loop Gift Card Loaded to Mobile Telephone to Support Mobile Payments," filed on Aug. 14, 2008, which is incorporated herein by reference.

FIELD

The invention is related to a payment processing system in which a transaction between a merchant and a consumer is conducted on an account issued by an issuer, where the transaction is acquired from the merchant by an acquirer for collection on the account from the issuer through a transaction handler or transaction processor. The invention is more particularly related to a transaction on an account, and most particularly related to a contactless payment for a transaction on a gift card account using a wireless mobile communicator.

BACKGROUND

A gift card is a restricted monetary equivalent that is issued by issuers (e.g.; retailers or banks) to be used as an alternative to a non-monetary gift. A gift card may resemble a credit card or display a specific theme on a plastic card the size of a credit card. The card is identified by a specific number or code, not usually with an individual name, and thus could be used by anybody. Gift cards are backed by an on-line electronic system for authorization. Some gift cards can be reloaded by payment and can be used thus multiple times. A gift card may have a barcode or magnetic strip, which is read by an electronic credit card machine. Many gift cards have no value until they are sold, at which time an amount is input to a Point of Service terminal (POS) which the customer wishes to put into an account corresponding to the gift card. This amount is rarely stored on the card but is instead noted in the issuer's database, which is cross-linked to an identifier for the account corresponding to the card. Gift cards thus are generally not stored-value cards as used in many public transport systems or library photocopiers, where a simplified system (with no network) stores the value only on the card itself. To thwart counterfeiting, the data are encrypted. The magnetic strip can be placed differently than on traditional debit, prepaid, and credit cards, so they cannot be read or written with standard equipment. Other gift cards may have a set value and need to be activated by calling a specific number.

Gift cards are divided into "open loop" and "closed loop" cards. The former are issued by financial institutions (e.g.; banks) or payment card companies and can be redeemed by different establishments, the latter by a specific store or merchant and can be only redeemed by the issuing provider. The giver buys a gift card and the recipient of the gift card would use the value of the card, as reflected by a currency balance in a corresponding account issued by the issuer, in one or more later transactions. A third form is the "hybrid closed loop" card where the issuer has bundled a number of closed loop cards; an example is a gift card for a specific mall.

Gift cards differ from gift certificates, in that the latter are usually sold as a paper document with an authorized signature by a restaurant, store, or other individual establishment as a voucher for a future service; there is no electronic authorization. A gift certificate may or may not have an expiration date and generally has no administrative fees. Bank-issued gift cards may be used in lieu of checks as a way to disburse rebate funds.

For greater convenience of speed of commerce, consumer transactions with merchants are increasingly conducted by users of mobile computing devices, and particularly for conducting contactless transactions with merchants. In that gift cards are used as standalone portable consumer payment devices, it would be an advantage in the art to use a mobile computing device to conduct a transaction with a merchant on an account corresponding to a gift card.

SUMMARY

A wireless mobile communications apparatus reads removable cards having an identifier for an account encoded thereon. The identifier for the account can be communicated to a Point of Service terminal (POS) at which there is being conducted a wireless transaction with a merchant on the account by use of the wireless mobile communications apparatus. The POS communicates to the wireless mobile communications apparatus a total currency amount for the transaction, which can then be displayed on a display screen of the wireless mobile communications apparatus. A user of the wireless mobile communications apparatus can input data into the wireless mobile communications apparatus so as to indicate the user's approval of a withdrawal of the total currency from the account for the transaction. The approval is wirelessly communicated by the wireless mobile communications apparatus to the POS or other entity. The approval may include data (e.g., a password) to authenticate the user for use of the account to conduct the transaction. Upon completion of the transaction, data representing the remaining currency balance in the account after the transaction is wirelessly received by the wireless mobile communications apparatus from the POS or other entity. A representation of this balance can be rendered on the display screen of the wireless mobile communications apparatus. The removable card can be a gift card bearing a magnetic strip having an identifier for the account encoded thereto that will be read when inserted into the wireless mobile communications apparatus. The wireless mobile communications apparatus can be a cellular telephone or Web enabled portable wireless device or other mobile wireless communicator in the field of consumer electronics.

BRIEF DESCRIPTION OF THE DRAWINGS

The invention will become more apparent from the description set forth below when taken in conjunction with the drawings, in which like elements bear like reference numerals.

FIG. **1** is a flow chart of an exemplary process for associating an account of a gift card with a mobile device, and for thereafter using the mobile device to conducting transactions on the account with merchants;

FIGS. **2-3** depict exemplary payment processing systems for processing an acquired transaction conducted on an account issued to consumer with a merchant;

FIG. **4** depicts an exemplary implementation of a kiosk having a user interface operable by a consumer for obtaining a gift card that includes information pertaining to a currency bearing account that can be associated with a mobile device, and thereafter the mobile device will, in effect, be able transact upon the monetary amount debited to the account corresponding to the gift card;

FIG. **5** illustrates an exemplary implementation of the gift card of FIG. **4**;

FIG. **6** is a block diagram illustrating an exemplary environment having a process flow of a business model to enroll accounts respectively issued by an issuer, each account being associated with a gift card, each account being the kind that can be associated with a wireless consumer electronics device that will then be useable for wireless cashless transactions on the account that will be conducted by consumers with merchants in the environments depicted in FIGS. **2-3** and **14**;

FIG. **7** is a flow chart depicting an exemplary method for a person to make a payment in a cashless transaction to a merchant using the wireless consumer electronics device of FIG. **6**;

FIG. **8** is a flow chart illustrating an exemplary process flow for person-to-person money transfer services, where a wireless consumer electronics device, as in FIG. **6**, having wireless communications functionality, is interactively used and by which a transferor may move money from the transferor's account to a transferee's account;

FIG. **9** is a flow chart depicting an exemplary method for a person to make a purchase from a merchant through its Internet e-commerce Web service in a cashless transaction by interactive use of a wireless consumer electronics device associated with an account of a gift card;

FIG. **10** is a flow chart depicting an exemplary method for a consumer to manage an account issued by an issuer to the consumer by interactive use of a wireless consumer electronics device, where the account is for a gift card;

FIG. **11** is a flow chart illustrating an exemplary method for a consumer to arrange for automatic payments to be made to an account issued to the consumer by an issuer, where a mobile consumer electronics device having wireless communications functionality and being associated with an account of a gift card is interactively used by the consumer to make the arrangement;

FIGS. **12-13** are flow charts depicting respective exemplary methods by which a consumer can have secure communications when conducting a financially-related transaction on an account of a gift card within a payment processing system using of a wireless consumer electronics device that is associated with the account; and

FIG. **14** illustrates a block diagram of an exemplary payment processing system within which a mobile consumer electronics device having wireless communications functionality and being associated with an account of a gift card can be used by a consumer to conduct a cashless transaction on the account in the environments depicted in FIGS. **2-3**.

DESCRIPTION

In one implementation, a wireless mobile communications apparatus has a card reader configured to removably receive a data bearing card into a card installed position thereof. In this implementation, the data bearing card can be a gift card. The wireless mobile communications apparatus also has a display screen, an input device, wireless communications apparatus that can be used for wirelessly transreceiving of communications, and memory for storing instructions and data. The wireless mobile communications apparatus also a computing apparatus. When the instructions in the memory are executed by the computing apparatus, and the card reader is in the installed position thereof, the card reader reads information encoded in the memory of the data bearing card, and other operations are performed as follows. An identifier for an account issued by an issuer is derived from the information encoded in the memory of the data bearing card. The wireless communications apparatus transmits the identifier for the account. Alternatively, a Point of Service terminal (POS) can wirelessly interrogate the wireless mobile communications apparatus to obtain from the identifier for the account from the removable card. In response to the transmission, the wireless communications apparatus receives a total currency amount of a transaction with a merchant being conducted on the account by use of the wireless mobile communications apparatus. A prompt requesting authorization withdrawal of the total currency amount for the transaction from the account is rendered on the display screen. The input device receives, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account. A user of the wireless mobile communications apparatus can input data corresponding to the approval by use of the input device. The wireless communications apparatus is then used to transmit information corresponding to the indicator. The wireless communications apparatus receives, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account, which is rendered on the display screen.

In the forgoing implementation, the card reader can be a magnetic strip card reader and the data bearing card can be a planar substrate having a surface with a magnetic strip. Alternatively, the card reader can be a bar code reader and the data bearing card can be a planar substrate with a surface having bar code thereon, where the information encoded in the memory of the data bearing card is encoded in the bar code. The wireless communications apparatus can include both short range communications apparatus and cellular telephony communications apparatus. The short range communications apparatus transmits the identifier for the account and the information corresponding to the indicator. The short range communications apparatus can be configured for communications in a range of less than about three hundred meters (e.g.; a communications protocol such as Near Field Communications (NFC), Bluetooth, wireless connectivity in a local area network (e.g.; Wi-Fi), IrDA, Radio-Frequency IDentification (RFID), a combination of these, etc.) The data bearing card can be a substrate that is substantially composed of paper or non-plastic card stock where the paper or non-plastic card stock has a surface on which is situated the memory of the data bearing card. For example, the data bearing card can have a form of an inexpensive, disposable magnetic strip substantially paper as is typical of a venue access ticket, such as a 'MetroCard' used by the Port Authority for public transit fares in the New York City area, a rider fare card used for the Washington Metropolitan Area Transmit Authority, the 'STIF' fare card used for public transportation access in the Paris, France 'Metro' subway, etc.

In yet other variations of the foregoing implementation: (i) the deriving of the identifier for the account issued by the issuer may include decrypting the encoded information read from the memory of the data bearing card to form the identifier for the account; (ii) the card reader may be further configured to encode information in the memory of the data bearing card, and the received remaining currency balance in the account can be encoded in the memory of the data bearing card. Input can be received from input device to reflect a user's demand to display the remaining currency balance in the account, which will be done by reading same from the memory and rendering same on the display screen; (iii) the data bearing card can be a gift card. As such, the card reader can be configured to removably receive the data bearing card in a form factor comprising a non-reloadable gift card for which the information encoded in the memory thereof does

not include a currency amount or an identity of a user of the wireless mobile communications apparatus who is conducting the transaction on the account with the merchant. As such, neither the transmitting of the identifier for the account nor the transmitting of the information corresponding to the indicator includes a transmission of data corresponding to either a currency amount or an identifier for a cardholder of the gift card. Accordingly, in the case where the data bearing card is a gift card, the identity of the person using the gift card will not be known such that the transaction with the merchant on the account can be anonymous; and (iv) the indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account can be a password that is required for access to currency in the account. As such, the transmitting of the information corresponding to the indicator, as may be input by and known to an owner of the gift card, can include the transmission of the password. The transmitted password can be verified against the account by another entity (e.g., by the merchant, the merchant's acquirer, a transaction handler, the issuer of the account, and/or agents of the foregoing), before the transaction is permitted to proceed with being conducted on the account.

In another implementation, a cellular telephone ('cell phone') can have a magnetic strip card reader having a card installed position thereof and be configured for removably installing a planar substrate having a surface with a magnetic strip thereon into the card installed position of the magnetic strip card reader. In this implementation, the planar substrate having the surface with the magnetic strip can be a gift card. The cell phone can include a display screen, an input device (e.g., a key board, microphone, touch screen, etc.), a cellular telephony communications apparatus, a short range communications apparatus (e.g., apparatus for communications in a range of less than about 300 meters such as NFC, Bluetooth, IrDA, Wi-Fi, RFID, etc.), memory for storing instructions and data, and a computing apparatus. When the computing apparatus executes the instructions, and when the magnetic strip card reader is in the installed position thereof, information encoded in the magnetic strip on the planar substrate is read by the magnetic strip card reader. Also, there is derived, from the information encoded in the magnetic strip on the planar substrate, an identifier for an account issued by an issuer. A transmission, using the short range communications apparatus, is made that includes the identifier for the account. By way of example, the transmission can be addressed to a Merchant's Point of Service terminal (POS). There is then received, using the short range communications apparatus, and in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account by use of the cellular telephone. The display screen can then be used to render a prompt requesting authorization of a withdrawal of the total currency amount for the transaction from the account. There is then received, from the input device in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account. A transmission can then be made, using the using the short range communications apparatus, of the information corresponding to the indicator. In response to the transmission of the information corresponding to the indicator, there is then received, using the short range communications apparatus, a remaining currency balance in the account which can be rendered on the display screen.

In another implementation, a World Wide Web (Web) enabled wireless mobile communications apparatus can include means for reading a data bearing card. For example, the means for reading a data bearing card can be a bar code reader, a magnetic strip reader, of other card reader for a Subscriber Identity Module (SIM) card, a smart card, an 'EMV' card, etc. In this implementation, the data bearing card can be a gift card. The Web enabled wireless mobile communications apparatus can also include a user interface having means for displaying (e.g.; a touch screen, a LCD screen, etc.) and a means for receiving input (e.g.; a key board, a touch screen, a microphone, etc.). Means for transreceiving wireless communications over the Internet will also be included with the Web enabled wireless mobile communications apparatus (e.g., hardware executing software for communications to and from logical Internet addresses). The Web enabled wireless mobile communications apparatus will include means for storing instructions and data (e.g., a memory hardware device) and a computing means for executing the instructions (e.g., a processor executing software). When the instructions in the means for storing are executed by the computing means, the computing means: (i) executes a Web browser providing interactive communications with the Web; (ii) when the means for reading a data bearing card is in the installed position thereof, reads, using the means for reading a data bearing card, information encoded in memory of the data bearing card; (iii) derives, from the information encoded in the memory of the data bearing card, an identifier for an account issued by an issuer; (iv) transmits, using the wireless communications apparatus, the identifier for the account for delivery to a logical Internet address; (v) receives, from a logical Internet address, using the means for transreceiving wireless communications, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account by use of the wireless mobile communications apparatus; (vi) renders, using the means for displaying, a prompt requesting authorization for withdrawal of the total currency amount for the transaction from the account; (vii) receives, from the means for receiving input of the user interface, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account; (viii) transmits, using the means for transreceiving wireless communications, information corresponding to the indicator for delivery to a logical Internet address; (ix) receives, from a logical Internet address, using the means for transreceiving wireless communications, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account; and (x) renders, using the means for displaying, in response the receiving of the remaining currency balance in the account, the remaining currency balance in the account.

FIG. **1** depicts an exemplary process **100** which begins at step **102** and continues to step **104** at which a purchase is made by a consumer of a payment card, such as a gift card. The gift card, which bears information about an account, can be used at any merchant that accepts the account (open loop), where the account was issued by an issuer. The gift can be card be composed physically of paper, non-plastic card stock, or plastic, or the gift card be virtual and be merely logically associated with the account. In an alternative implementation, the gift card will have a limited number of merchants that will accept the account (closed loop).

At steps **106-108** of method **100**, the gift card is associated with a mobile device (i.e., **122-128**) operating through a wireless system **120**. The mobile device can be a cellular telephone, Personal Digital Assistant (PDA), or World Wide Web ('Web') enabled computing device having a client that

executes a Web browser to access the Internet and Web sites on the World Wide Web. In the case where the gift card is a magnetic strip card, a computer chip, an EMV chip, a 'smart card', etc., the card can be inserted, so as to be read, into a card reader slot of the mobile device. Alternatively, information about the account of the gift card can also be input to the mobile device via a user input device associated with the mobile device. Thereafter, at steps **110-112**, the mobile device can use its communications capabilities to complete an association with the account of the gift card such that transactions on the account can be conducted with merchants at various locations by use of the mobile device.

FIG. **2** depicts an exemplary process for the provision of a service by a merchant to a consumer in authorizing a remunerating electronic payment by an account holder (p) **208** in conducting a financial transaction with the merchant (i.e.; a gift card transaction on an account). The diagram of FIG. **2** depicts an exemplary process **200** of a particular financial transaction system. By way of explanation for the nomenclature of reference numerals used in the Figures and described in the specification, a lower case letter in parenthesis is intended to mean an integer variable having a value from 1 to the capital case of the lower case letter, which value can be large (i.e., approaching infinity). Thus '(b)' is intended to mean that the integer 'b' can have a value from 1 to B, and '(c)' is intended to mean that the integer 'c' can have a value from 1 to C, etc. As such, drawing elements **204**, **206**, **208**, **210**, **280**, **282**, **284**, and **286** in FIG. **2** are illustrated with a block, but indicate one or more elements can be present. For example, Issuer (j) **204** is one of a possible plurality of issuers, where j may range from 1 to a large integer.

A gift card, seen at reference numeral **290**) is obtained, such as will be described below as to FIGS. **4-5**, by an Account holder (p) **208** who associates at arrow **258***a* the account thereof with a mobile device **290** that includes a client-executing wireless mobile computing apparatus **294** having a card reader **292** for reading a card. By way of alternative possible examples, and not by way of limitation, card reader **292** can read a gift card, a debit card, a credit card, a prepaid card, etc.

By way of alternative possible examples, and not by way of limitation, the form factor of the cards that the card reader **292** can read include: (i) a memory storage card in a non-volatile memory card format as is suitable for use in portable devices; (ii) a smart card, EMV card, chip card, or integrated circuit card (ICC); (iii) a thin substrate card bearing a data-encoded magnetic stripe, where the card may be composed of non-durable materials intended to be disposable such as paper or paper-like products; (iv) a PC Card such as a Personal Computer Memory Card International Association (PCMCIA) card; (iv) a removable Subscriber Identity Module (SIM) card, etc. The memory storage card implementation will preferably be a flash memory card, and will preferably conform to a Secure Digital (SD) card standard or extension thereof. The smart card implementation will preferably be a card having embedded integrated circuits which can process data. The SIM card implementation will preferably conform to a SIM card standard or extension thereof, including a card having a width of 25 mm, a length of 15 mm, and a thickness of 0.76 mm.

In one implementation, the client-executing wireless mobile computing apparatus **294** is a cellular telephone having an integrated card reader **292** that reads a region of a card that bears data that encodes a specific number or code that identifies an account issued by a merchant or a financial institution (e.g., a bank). Data encoded on the card, which will be preferably encrypted, will not identify the card holder. The encoded data may be in the form of a barcode, a magnetic strip, or other data encoding memory structure that can be read by card reader **292**. Preferably, the card will have no value and will not be a stored value card. Rather, the card will have redeemable value when sold by a merchant to cardholder at which time the merchant enters a currency amount for which the card is to be redeemable. The currency amount, however, will not be stored on the card. Rather, the currency amount will be stored in a database controlled by the issuer of the account, or agent thereof, that is identified by the encoded data on the card. As such, the database is cross-linked to the account.

At arrow **258***b*, Account holder (p) **208** wirelessly communicates using the mobile device **290** with a Merchant (m) **210** so as to make a tender for a financial transaction on an account for the purchase of goods or services. The wireless communication will preferably have a range of less then around 300 meters or 1000 feet. For example, one such communications protocol is Near Field Communication (NFC) which is a short-range high frequency wireless communication technology which enables the exchange of data between devices over about a 10 centimeters (around 4 inches) distance. Another example is the 'Bluetooth' communications protocol which is an open wireless protocol for exchanging data over short distances from fixed and mobile devices This technology, which can connect electronic devices without using a cable, permits the exchange of data at ranges of up to 10 meters. Alternatively, a Radio-frequency identification (RFID) communications protocol can be used which also reading of data from a card from several meters away. In still a further alternative, a local area network wireless communications protocol, such as Wi-Fi, can be used for communications having a range of less than about 300 meters.

Those of skill in the art will recognize that other financial transactions and instruments other than gift cards may also be used, including, but not limited to, a prepaid card and a debit card. For purposes of illustration and explanation, however, reference will be made to a gift card, such as an open loop gift card. Typical of gifts cards is that they are not reloadable with additional currency deposits to a corresponding account. The gift card can have a predetermined value that is activated by a mobile device (e.g., a cell phone).

By way of alternative possible examples, and not by way of limitation, and as part of the transaction, the Account holder's **208** mobile device **290** can be a cellular telephone, Personal Digital Assistant (PDA), etc. The removable gift card installed in the device **290** is read by a card reader to obtain there from an identifier for a gift card account. Alternatively, the identifier for the account can be contactlessly read from the installed gift card by a wireless or contactless communications device operated by the merchant (m) **210**.

The identifier and other data regarding the account is read from, or transmitted by, the mobile device **290**. A request for authorization, including account related information is transmitted by the Merchant (m) **210** to the Merchant's **210** Acquirer (i) **206** (at step **262**). Each Acquirer (i) **206** is a financial organization that processes transactions on accounts for businesses, for example merchants, and is licensed as a member of a transaction handler (TH) **202** such as a credit card association (i.e., Visa Inc., MasterCard, etc.) As such, each Acquirer (i) **206** establishes a financial relationship with one or more Merchants (n) **210**.

The Acquirer (i) **206** transmits the account information to the TH **202** (at step **270**), who in turn routes the request to the account holder's issuing bank, or Issuer (j) **204** (at step **276**). The Issuer (j) **204** returns authorization information to the TH **202** (at step **274**) who returns the information to the Merchant

(m) **210** through the Acquirer (i) **206** (by steps **268** and **266**). The Merchant (m) **210**, now knowing whether the Issuer's (j) **204** account is valid and supports a sufficient account balance, may complete the transaction and the Account holder (p) **208** in turn receives goods and/or services in exchange (at step **256**). Most financial payment card associations instruct merchants that, after receiving authorization, the detailed account information obtained at the point of sale (e.g., via a magnetic stripe scanner) must be deleted or other which not kept at the point of sale.

To reconcile the financial transactions and provide for remuneration, information about the transaction is provided by the Merchant (m) **210** to Acquirer (i) **206** (at step **262**), who in turn routes the transaction data to the TH **202** (at step **270**) who then provides the transaction data to the appropriate Issuer (j) **204** (at step **276**). The Issuer (j) **204** then provides funding for the transaction to the TH **202** (at step **274**) through a settlement bank (not shown). The funds are then forwarded to the Merchant's (n) **210** Acquirer (i) **206** (at step **268**) who in turn pays the Merchant (m) **210** for the transaction conducted at step **262** less a merchant discount, if applicable. The Issuer (j) **204**, then bills the Account holder (p) **208** (at step **250**), and the Account holder (p) **208** pays the Issuer **204** (at step **252**), with possible interest or fees.

Each of the Issuer (j) **204**, Merchant (m) **210**, Acquirer (i) **206** and the TH **202** may have access to information resources having one or more of the following databases: transaction database (z) **282**, merchant database (y) **284**, or account database (w) **280**. These databases can be connected by a network, internet, virtual private network, or by other means known to those skilled in the art. Moreover, not every participant must necessarily have access to any or all of the databases. Each database can assign read, write, and query permissions as appropriate to the various participants. For example, a Merchant (m) **210** have read access to the account database (w) **280** and the Issuer (j) may have read and write access. Also, the account database (w) **280** may keep the currency balance of each account corresponding to a gift card, where the account database (w) **280** is updated as to the currency balance of each account in real time with each transaction on each gift card account.

The transaction database (z) **282** is designed to store some or all of the transaction data originating at Merchant (m) **210** who uses a payment device for each transaction conducted between an Account holder (p) **208** and the Merchant (m) **210**. The transaction data can include information associated with the account of an Account holder (p) **208**, date, time, and location among other more specific information including the amount of the transaction. The database can be searched using account information, date and time (or within proximity thereof), or by any other field stored in the database.

The Merchant database (y) **284** is designed to store information about each Merchant (m) **210**. The Merchant database (y) **284** can contain information such as the unique identification of each Merchant (m) **210**, an identifier for each point of sale device in use by the Merchant (m) **210**, and location of the Merchant (m) **210**.

The account database (w) **280** is designed to store account information for payment devices associated with Account holder (p). The account database (w) **280** can store part or all of an account number, account information, account name, etc. The information from the account database (w) **280** can be associated with information from the transaction database (z) **282**. Other information, accessible through the 'cloud' seen in FIG. **2**, can be in a database (v) **286**.

An Account holder (p) **208** initiates a transaction with a Merchant (m) **210** by presenting a payment device at step **258** to the Merchant (m) **210**. The payment device is typically presented at the Point Of Service terminal (POS) at which data thereon is read. Certain transaction information is transmitted from the POS in route to the Merchant's (n) **210** Acquirer (i) **206**. The transaction information can include account information, account name, transaction balance, transaction time, transaction date, and transaction location. This transaction information may be transmitted via a communication medium, where the transmission of transaction data is between two or more points from the point of origin, such as the point of sale device at the Merchant (m) **210**, and the ultimate destination, such as the Acquirer (i) **206**. These points can include, without limitation, from the reader at the POS, the POS at the Merchant (m) **210** and a network router or computer that is connected to a network but is housed and maintained by the Merchant (m) **210** and between the Merchant (m) **210** and the Acquirer (i) **206**. The communication channel could be Ethernet, wireless internet, satellite, infrared transmission, or other known communication protocols. Some or all of the transmission may also be stored for record keeping, archival or data mining purposes. For example, the Merchant (m) **210** may store transaction data, including certain account information in the Merchant's (n) **210** accounts on file database for reuse later.

In this process, transaction information is retrieved from the POS at a Merchant (m) **206**. The transaction information is comprised of account information together with other information about the transaction itself: time, date, location, value, etc. Certain of the transaction information is considered sensitive information including, without limitation, account number, card verification number, and account name.

FIGS. **2** and **14** include one or more transaction handlers **202**, **1406**, access points **230**, **232**, acquirers **206**, **1406**, and issuers **204**, **1404**. Other entities such as drawee banks and third party authorizing agents may also connect to the network through an access point. An interchange center is a data processing center that may be located anywhere in the world. In one implementation, there are two in the United States and one each in the United Kingdom and in Japan. Each interchange center houses the computer system that performs the network transaction processing. The interchange center serves as the control point for the telecommunication facilities of the network, which comprise high speed leased lines or satellite connections based on IBM SNA protocol. Preferable, the communication lines that connect an interchange center (transaction handlers **202**, **1406**) to remote entities use dedicated high-bandwidth telephone circuits or satellite connections based on the IBM SNA-LU0 communication protocol. Messages are sent over these lines using any suitable implementation of the ISO 8583 standard.

Access points **230**, **232** are typically made up of small computer systems located at a processing center that interfaces between the center's host computer and the interchange center The access point facilitates the transmission of messages and files between the host and the interchange center supporting the authorization, clearing and settlement of transaction. Telecommunication links between the acquirer (q) **206** and its access point, and between the access point and issuer (i) **204** are typically local links within a center and use a proprietary message format as preferred by the center.

A data processing center (such as is located within an acquirer, issuer, or other entity) houses processing systems that support merchant and business locations and maintains customer data and billing systems. Preferably, each processing center is linked to one or two interchange centers. Processors are connected to the closest interchange, and if the network experiences interruptions, the network automati-

cally routes transactions to a secondary interchange center. Each interchange center is also linked to all of the other interchange centers. This linking enables processing centers to communicate with each other through one or more interchange centers. Also, processing centers can access the networks of other programs through the interchange center. Further, the network ensures that all links have multiple backups. The connection from one point of the network to another is not usually a fixed link; instead, the interchange center chooses the best possible path at the time of any given transmission. Rerouting around any faulty link occurs automatically.

TH **202** may process a plurality of transactions within the transaction processing system **200**. TH can include one or a plurality or networks and switches (ns) **202**. Each network/switch (ns) **202** can be a mainframe computer in a geographic location different than each other network/switch (ns) **202**, where 'ns' is an integer from one to NS, and where NS can be as large as a four digit integer or larger.

Access points **230**, **232**, which may be dedicated communication systems (e.g., private communication network(s)) facilitating communications **274**, **276** between the transaction handler **202** and each issuer (i) **204**, and) facilitating communications **228**, **270** between the transaction handler **202** and each acquirer (a) **206**. A Network **270**, via e-mail, the World Wide Web, cellular telephony, and/or other optionally public and private communications systems, can facilitate communications among and between each issuer (i) **204**, each acquirer (a) **206**, each merchant (m) **210**, each account holder (a) **208**, and the transaction handler **202**. Alternatively and optionally, one or more dedicated communication systems can facilitate respective communications between each acquirer (a) **206** and each merchant (m) **210**, each merchant (m) and each account holder (a) **208**, and each account holder (a) **208** and each issuer (i) **204**, respectively.

The Network **270** may represent any of a variety of suitable means for exchanging data, such as: an Internet, an intranet, an extranet, a wide area network (WAN), a local area network (LAN), a virtual private network, a satellite communications network, an Automatic Teller Machine (ATM) network, an interactive television network, or any combination of the forgoing. Network **270** may contain either or both wired and wireless connections for the transmission of signals including electrical, magnetic, and a combination thereof. Examples of such connections are known in the art and include: radio frequency connections, optical connections, etc. To illustrate, the connection for the transmission of signals may be a telephone link, a Digital Subscriber Line, or cable link. Moreover, network **270** may utilize any of a variety of communication protocols, such as Transmission Control Protocol/Internet Protocol (TCP/IP), for example. There may be multiple nodes within the network **270**, each of which may conduct some level of processing on the data transmitted within the transaction processing system **200**.

FIG. **3** is a schematic diagram illustrating a system including an authorizing agent, in the context of an exemplary system **300**, in which a consumer **320** attempts a purchase on an issued account of a resource from a resource provider **318**, where the system **300** includes one or more mobile network operators **314**. In addition, system **300** may include a general database **316** that includes, among other sub-databases, an account database, an issuer database, a merchant database, and an acquirer database.

Consumer **320** installs a removable open loop gift card **322** in a wireless mobile communications consumer apparatus **324**. The consumer apparatus **324** may take any of several different forms including but not limited to, for example, a mobile cellular telephone, a key fob on a key ring, a portable computer such as a personal digital assistant (PDA), a wearable article of clothing such as a belt buckle or a wearable article of jewelry such as a ring, a button, a pin, etc. In the interest of simplifying this explanation, unless indicated otherwise, it will be assumed that the consumer apparatus **324** will be referred to as a mobile wireless telephone or 'cell phone'.

Referring still to FIG. **3**, mobile network operator (MNO) **314** provides mobile computing and communication services such as cellular phone services, paging services, data transmission services, and so on. In at least some implementations of the present invention, authorization entity **312** is linked to the mobile network operator **314** for two-way communication. The network operator **314** can communicate wirelessly with mobile phone **324** to provide information thereto and received information there from.

Referring yet again to FIG. **3**, an authorization entity **312** may be any entity that authorizes open loop gift card purchases for merchants or other resource providers. For example, in some cases a transaction handler (i.e. like VISA Inc. and MasterCard) may be exemplary authorization entities. In other cases an issuer may operate as an authorization entity **312**. The authorization entity **312** is linked via a computer network (e.g., the Internet, a private network, etc.) to each of the merchant POS devices via other system **300** entities (e.g., an acquirer, a transaction handler, etc.) so that the entity **312** and merchants **318** have two-way communication. As implied by the label, the authorization entity **312** receives information from the merchant **318** associated with an attempted purchase by a consumer **320**, verifies that a consumer account of the open loop gift card used to attempt a purchase is valid and that the amount of that purchase is acceptable and then authorizes the purchase. Where an account is invalid or the value of currency in the account of the open loop gift card is insufficient to cover a purchase, authorization is denied. Hereinafter, unless indicated otherwise and in the interest of simplifying this explanation, it will be assumed that a transaction handler is the authorization entity **312**.

An exemplary retail transaction occurring within the illustrated system **300** begins when a consumer, or account holder **320**, wishes to pay for goods or services from a merchant **318**. Merchant **318** subsequently presents a total due to the account holder **320** (arrow **325**). The merchant **318** further generates other financial and non-financial transaction data. Other possible financial transaction data includes sales tax, applied discounts such as coupons, and the like. Non-financial transaction data may include the date and time of the transaction, merchant identity, a store identifier, and the like.

Account holder **320** presents to the merchant **318** an account as tender for the transaction. The account will preferably be that of an open loop gift card removably installed in the cell phone **324**. Alternatively, the account information can be read into volatile or non-volatile memory of the cell phone **324**, such as by input into an input device of the cell phone **324** such that the cell phone **324** stores information identifying the account associated with the open loop gift card.

After wirelessly presenting the account with the cell phone **324** to the merchant **318**, data for the gift card account is transmitted, or is otherwise accessed by, the merchant **318**. In one alternative, the communication between cell phone **324** and merchant **38** can be made contactlessly, such as via technology of the payWave™ system, which employs radio frequency communications technology to read the data stored in the cell phone **324**. The account information, including an account identifier, is combined by the merchant **318** with the

transaction data, including a total due, to form an authorization request. The authorization request is then transmitted to an acquirer associated with the merchant **318**. Each acquirer is a financial organization that processes open loop gift card transactions for businesses, including the merchant, and is approved by a transaction handler such as VISA U.S.A., Inc.

The acquirer transmits the authorization request to the transaction handler, which in turn routes the request to the issuing bank, or issuer of the account. The transaction handler maintains a log of authorization requests a consumer database (e.g.; one of the databases **316**). The issuer approves or rejects the authorization request and returns an approval or rejection message to the transaction handler which relays this information to the merchant **318** via the acquirer. The merchant, now knowing whether the account issued by the issuer is valid and supports a sufficient gift card balance, completes the transaction. The account holder in turn receives the desired goods and/or services in exchange.

Although not illustrated, it is contemplated that two or more open loop gift card account numbers could be associated with the cell phone **324**. Similarly, in some cases a single account number of an open loop gift card may be associated with two or more cell phone **324** (e.g., where a consumer has both a work mobile phone and a personal mobile phone).

FIG. **4** depicts an exemplary implementation of a kiosk **402** having a user interface operable by a consumer **408** for obtaining a card **412**, such as an open loop gift card, for storing a non-refundable monetary amount debited to an account. The account, which has been issued by an issuer, can then be further associated with a mobile device (e.g., a cell phone) such that the account associated with the mobile phone is useable as negotiable currency for a transaction with a merchant. Although the implementation is discussed in regards to a substantially planar laminated card, one skilled in the art will recognize that other forms of financial transaction tokens could be used in the disclosed method (e.g.; key fob, key ring token, etc.) Also, implementation of the prepaid payment device can assume a form factor and other features substantially like that of a portable consumer payment device, such as a credit or debit card, adapting for instance to requirements of ISO 7810, ISO 7811, ISO 7816, and/or ISO 14443.

The kiosk **402** itself communicates with a database **404** capable of storing and relating information regarding the payment system with which the open loop gift card is associated. The consumer **408** is presented with a selection various denominations of open loop gift cards from which the consumer can make the selection by a user interface **406** of the kiosk. The user interface **406** may included a display which can be a touch screen, a digital electronic display, a projector, a monitor, any combination of the foregoing, or any other device for the presentation of digital and/or analog information. Additionally, the kiosk **402** may have a speaker **410** or other device capable of rendering audible instructions and information to the consumer **408**.

The consumer **408** makes selections using an input device **416**. The input device **416** may be a key pad, a touch screen, a pointing device, an audio input device, a video input device, a cash bill and/or coin receiver, any combination of the foregoing, or other hardware and/or software combinations capable of receiving and transforming data for use by the kiosk **402**. The consumer **408** then uses the input device **416** to select the monetary amount to be credited to an account associated with the gift card **412**, such as an open loop gift card. Choices for the monetary amount may be presented on the user interface **406** or the consumer may directly input the monetary amount using the input device **416**. Consumer **408** makes a payment for the monetary amount to be credited to the account using mechanisms of the kiosk **402** associated with a cash receptacle **420** and/or a payment device receptacle **418**. Thus, consumer **408** can make the payment to the account of the gift card **412** using cash, a prepaid spending card, a credit card, a debit card, or a combination of the foregoing. As mentioned above, the monetary amount credited to the account can be associated with a cellular telephone (or other wireless device) by installation of the removable gift card **412** therein. The wireless device can then be used by the consumer **408** for a future transaction with a merchant.

After payment, in one implementation, the consumer **408** receives the gift card **422** from the payment device receptacle **418**, which can be both a financial transaction token reader and a slot from which the gift card **412** is ejected from the kiosk **402**. Of course, these two mechanisms can also be separate mechanisms in the kiosk **402**. In yet other implementations, the consumer **408** may receive the gift card **412** via another device, or by later third party delivery to the consumer **408**.

Information can be stored on the card **412** regarding the associated account. Preferably, in the case of a gift card, the monetary amount added by the consumer **408** for a future transaction with a merchant will not be stored on the card. The information about the gift card account may be stored using a magnetic strip, memory in communication with a processor and/or other integrated circuit, a contactless data communication device, a combination of any of the foregoing, or any other method and mechanism of storing information on a card.

Referring now to FIGS. **4-5**, both a front and rear views (**500**A, **500**B) of an exemplary gift card **502**, such as an open loop gift card, are presented. Images may be displayed on both sides of the gift card **502**, with an image **508**A on the front view **500**A being either the same as or different from an image **508**B on the rear view **500**B. By way of example, and not by way of limitation, gift card **502** can be a smart card, such as a EMV card.

FIG. **5** also shows exemplary implementations of a data encoding area of the gift card **502**. The data encoding area may include an optional shielding element, which allows desired electromagnetic, optical, or radiative signals to penetrate while protecting the data encoding area from physical abuse or damage. The gift card **502** may optionally have areas outside of the data encoding area shielded from physical abuse or otherwise acceptable forms of electromagnetic radiation. Some of the acceptable signals that are allowed to penetrate the shielding and may include, but are not limited to, signals accompanying a magnetic field, RFID signals, IrDA signals, visible light, invisible light, modulated laser, and/or modulated RF communication signals. By way of example and not by way of limitation, a selective shielding element may comprise a clear plastic shield, conformal coatings, an opaque plastic shield, or a clear thin film, depending on the implementation of the data encoding area.

Non-limiting examples of the data encoding area are shown at reference numeral **500**, and include a magnetic stripe assembly **510**, an antenna and/or transceiver **520**, and electrical contacts **540**, The magnetic stripe assembly **510** may comprise, in one implementation **510**A, a reprogrammable magnetic stripe **510**B that accepts data and/or commands from a processor and formats and renders that data into a form on a magnetic stripe that is readable by conventional merchant magnetic stripe-reading point of sale (POS) terminals. In this manner, the processor may program a particular account for use in a transaction as a function of user input selecting the account. Alternatively, the processor may erase the magnetic stripe of the assembly **510**, rendering the card

useless in the event of its loss or theft. In one implementation shown **510**A, the magnetic stripe assembly **510**B at least partially slidably moves **510**C into and out of an assembly of the prepaid payment device **502** (partial view shown), allowing the prepaid payment device **502** to conduct a financial transaction at a point of sale terminal that includes a magnetic stripe reader.

Also in FIG. **5** is an exemplary implementation of the data encoding area shown as an antenna and/or transceiver **520**. The antenna **520** may include commonly used loop inductors such as the one shown **520**A or in those shown in related ISO standards for RF-readable smart cards. With such an interface, account data may be translated, modulated and transmitted in a manner acceptable by an RF contactless merchant POS terminal, a 802.11 WiFi or WiMax network, or by a cellular or RF communications network.

External contacts **540** are yet another alternative implementation of the data encoding area shown in FIG. **5**. With the gift card **502** possessing physical contacts such as an array of conductive pads or shapes **540**A, the financial transaction token may be placed in physical contact with a merchant Point of Service (POS) terminal, and the external contacts **540** may establish connectivity to the merchant's financial processing system. The processor may relay account-related information to the merchant POS terminal through the contact interface, thereby allowing the gift card **502** to be utilized with the large number of preexisting merchant POS terminals.

The account of the gift card **502** obtained from the kiosk **402** is thereafter associated with a mobile device. In the case where the gift card is a computer chip or 'smart card', the card can be inserted into a card reader slot of the wireless mobile device. Alternatively, information about the account of the gift card can also be input to the mobile device via a user input device associated with the mobile device.

FIG. **6** shows an exemplary model **600** for enrolling mobile devices for use in a payment processing system. Account data for an open loop gift card is input into a wireless client (i.e., an enrolled mobile device) as shown at **616**, such as by installation of the gift card into the wireless client so as to be read by same. In model **600**, a consumer **602** has an account of a gift card issued by an issuer **604**.

The consumer **602** can use an enrolled mobile device to conduct one or more transactions with a merchant **612**. The merchant **612** submits the transaction with consumer **602** to an acquirer **610**. The transaction is submitted from acquirer **610** to a transaction handler/payment processor **606**.

In the enrollment process of model **600**, the issuer **604** initiates an enrollment request with consumer **602**. The issuer **604** communicates with a payment gateway **608** to facilitate the enrollment using a bulk customer file upload of a plurality of such consumers **602**. The payment gateway **608** obtains code for signing a certificate from a certificate authority in communication with the transaction handler/processor **606**. The acquirer **610** communicates with payment gateway **608** for a submission of enrollment with a bulk merchant file upload, thereby initiating enrollment requests for a plurality of merchants **612**.

In one implementation, consumer wireless devices with smart cards can be preinstalled by the manufacturer as shown at box **614**, whereby there has been a pre-enrollment for each consumer **602** using such a consumer wireless client **612**. Network communication capability is illustrated at cloud **616** showing the capability of over-the-air downloads and upgrades, as well as signed and trusted smart client capabilities. As shown, the network capability extends from cloud **616** with payment gateway **608**, consumer **602**, consumer wireless client **614**, and merchant **612**. Payment gateway **608** may be the centralized gateway that is hosted on behalf of the issuer **604** and on behalf of the acquirer **610**.

An exemplary method **700** for a proximity payment transaction flow is illustrated in FIG. **7**. Account data for an open loop gift card is input into a consumer wireless client **702** as shown at **716**, such as by installation of a removable card into wireless client **702** so as to be read by same. In method **700**, the consumer wireless client **702** does a proximity payment with merchant **712**. Merchant **712** can participate in the transaction by using a point of service terminal or using a wireless client, or both. The particular communication between merchant **712** and client **702** will be through the use of a financial application. The merchant **712** can communicate by using a Near Field Communications capability (NFC) or by using Bluetooth communications. Alternatively, the merchant's **712** communication can be OBEX over IRDA, where OBEX is an object exchange, and particularly a set of high-level protocols allowing objects such as vCard contact information and vCalendar schedule entries to be exchanged using either infra-red (IRDA) or IROBEX or Bluetooth. Alternatively, the communication between merchant **712** and consumer **702** can be a short message service (SMS) or a combination of NFC and Bluetooth, or using a radio frequency identification (RFID). The financial application being conducted in the process flow of method **700** can exchange a customer invoice, or a consumer credit card for the transaction between merchant **712** and consumer **702**.

Merchant **712** will communicate with the Internet **717** using a wireless internet HTTPS protocol. A payment gateway **708** in communication with Internet **716** will communicate the transaction with an acquirer **710**. The acquirer **710** will communicate with transaction handler/payment processor **706**. In turn, transaction handler/payment processor **706** will communicate with the issuer **706** to secure payment for the proximity payment. The payment gateway **708** will preferably be implemented through the transaction handler/payment processor **706**. In method **700**, consumer **702** can choose a default communication protocol for this proximity payment. Advantageously, no special hardware is required by merchant **712** to conduct the proximity payment illustrated in exemplary method **700**. Moreover, merchant **712** can download a particular smart client, if needed, for participating in the financial transaction over the air through Internet **716**.

FIG. **8** depicts an interactive method **800** by which two consumers having respective wireless clients **802**A, **802**B can exchange funds from one account thereof to the account of the other. Stated otherwise, method **800** is a peer-to-peer or person-to-person money transfer service. Account data for an open loop gift card is input into a consumer wireless client **802***a* as shown at **816**. This input can be via installation of a removable card into wireless client **802***a* so as to be read by same.

In method **800**, a sender's consumer wireless client **802***a* interacts with a User Interface (UI) seen at reference number **820**. In UI **820**, a telephone number of a telephone or cellular phone corresponding to an account that is to receive funds is input into the field labeled as "Receiver ID". The amount of funds to be transferred, here $200, is entered into the next field. The user would then select the "Next" button on UI **820** in order to proceed along flow arrow #**2** to the next UI **822**. UI **822** provides the details of the person to whom $200 is to be transferred. As such, UI **822** shows that "John Mike" in the city of "Austin" is to receive the $200. If the operator of wireless client **802** agrees that the information presented in UI **822** is correct, then the operator activates the "Send" button and the cellular telephone hen begins a dialogue

through process flow #**3** with a payment gateway **808**. Payment gateway **808** secures an authorization through a transaction handler/payment processor **806** as well as communicates various financial transactions on accounts with transaction handler/payment processor **808**.

Transaction handler/payment processor **806** communicates with the issuing bank of the consumer by sending a request to make a payment where that issuer bank is seen at reference numeral **804***a*. The particular communication between processor **806** and the issuing bank **804***a* is for authorization of a peer to peer payment or a person-to-person payment. Transaction handler/payment processor **806** communicates with the receiving bank who is the issuer for the consumer who is to receive funds and is seen at reference numeral **804***b*. In particular, transaction handler/payment processor **806** will credit the account of the consumer who is to receive funds via a credit transaction to issuer: Receiver **804***b*.

The issuer bank **804***b* communicates with the consumer wireless client **802***b*. In turn, the issuing bank **804***a* communicates with consumer wireless client **802***a*. As such, issuer **804***a* is the issuer of the account for the consumer that is operating the cell phone **802***a*, whereas the issuer **804***b* issues the account to the consumer who is operating cell phone **802***b*.

Once the operator of cellular telephone **802***a* confirms information received on UI **822** by operating the "Send" button, method **800** moves through process flow **3** for communication with payment gateway **808** as discussed above. Thereafter, method **800** moves through process flow #**4** to UI **824**. At UI **824**, a confirmation is rendered on the cell phone **802***a* to the effect that "the amount $200 has been sent to John successfully." Following this diagnostic rendering on UI **824**, the operator of cell phone **802***a* can operate the "Next" button on UI **824** to move method **800** through process flow #**5** to UI **826**. UI **826** provides a notification rendering to be displayed on cell phone **802***b* (the receiver's consumer wireless client). This rendering on UI **826** is "Notification: First Name: John, Last Name: Mike, Mobile: 512-003-101". If the cell phone **802***a* is to be used by the consumer to send this notification to the person who has received funds, then the operator of cell phone **802***a* will operate the "Notified" button UI **826**. Thereafter, process flow #**6** will be activated in method **800**.

Process flow #**6** in method **800** shows that there will be a 'push' text message (e.g.; SMS) via the smart client which will auto launch a rendering on the receiver's cell phone **802***b*. The rendering on cell phone **802***b* can be, for example, an audible phrase such as "You've Got Money!" Stated otherwise, the receiver's consumer wireless client **802***b* will have an auto launch rendering on the smart client application running on cell phone **802***b* which will allow the user of the cellular telephone to be notified of the arrival of under by audibly hearing the phrase "You've Got Money!" rendered by cell phone **802***b*.

Peer-to-Peer or Person-to-person payment seen in method **800** of FIG. **8** allows the payment gateway **808** to communicate with the bank that issued an account to the consumer who will be receiving funds, particularly issuer bank **804***b* which corresponds to the receiver's consumer wireless client **802***b*. The consumer having the account issued by issuer **804***b* can have their funds loaded instantly. This instantaneous loading of received funds from one account into another account can be accomplished through a web service that might use a protocol such as HTTPS\SOAP.

FIG. **9** shows an exemplary method **900** for making a purchase at an online e-commerce web service using a mobile wireless client **902**. Before hand, account data for an open loop gift card is input into the mobile wireless client **902**.

Method **900** illustrates a series of chronological user interface (UI) displays on consumer wireless client **902**. A consumer operates wireless client **902** for each UI seen in method **900** in order to conduct a transaction with the online merchant through their web services e-commerce application. Method **900** begins with UI **920** in which a consumer enters a telephone number into a field on UI **920**. In this case, the telephone number being entered is the phone number of the consumer wireless client **902**. Thereafter, the consumer operates the button "Get Challenge" on UI **920** to move through process flow #**1** to UI **922**.

In UI **922**, a challenge number is displayed on the display screen of UI **922**. The consumer is expected to enter a response to the challenge in the open field seen in UI **922**. The consumer uses the key pad of their cellular phone **902** to enter the response and then activates the "Next" button on UI **922**.

Process flow number #**2** in FIG. **9** takes method **900** to UI **926** at which a challenge number is entered by the consumer operating the consumer wireless client **902**. Also, a personal identification number (PIN) is entered by the cell phone **902** on UI **926**. Thereafter, the consumer operates the button "Next" in UI **926** to take method **900** on process flow #**3** to UI **924**.

UI **924** allows the consumer to pick a particular internet address of an e-commerce Website of an 'on-line' merchant with whom, and at which, a transaction is to be conducted. This step, for UI **924**, however is optional, and the user moves from UI **926** by activating the button "Next" to move from UI **924** through process flow #**4** to UI **928**.

UI **928** shows a rendering on cell phone **902** that depicts the selected address that of the on-line merchant "www.Amazon-.com", at which a purchase is sought in the amount of $300 from this merchant by the consumer operating cell phone **902**. To confirm this transaction, and the amount thereof, with this merchant, the consumer activates the button "Next" on UI **928** to move method **900** through process flow #**5** to UI **930**.

At UI **930**, the consumer enters a response to confirm that the purchase is to be completed or otherwise finalized. This purchase is then confirmed on UI **930** via a confirmation code seen in UI **930** as "369023" in a data entry field. To confirm this data entry, the consumer activates the button "OK" on UI **930**.

Following the entry of the response code in the data entry field on UI **930**, method **900** moves through process flow #**6** to payment gateway **908**. Payment gateway **908** interacts with transaction handler/payment processor **906** before method **900** proceeds to process flow #**7**.

After process flow #**7**, UI **932** is displayed on cell phone **902**. UI **932** displays "Your Challenge" as "12962A". To this challenge, the consumer is expected to enter a response via a data entry field on UI **932**. The entry made into the data entry field shown on UI **932** is "369023". To confirm this data entry on UI **932**, the consumer operates the button "Next" to move through process flow #**8** to UI **934**. At UI **934**, the consumer can select the shipping address to which the purchase made at the merchant "www.Amazon.com" is to be shipped. Here, UI **934** shows that the shipping address is "7011 W Parmer Ln, #833, Austin, Tex. 78729." If this shipping address displayed on UI **934** is correct, then the consumer selects the button "Submit" to move method **900** along process flow #**10** which indicated the interaction with consumer wireless client **902**. There is an interaction between UI **934** and payment gateway **908** as well as transaction handler/payment processor **906**. The interaction between UI **934** of cell phone **902** and payment gateway **908** will preferably be in the protocol of SOAP/HTTPS as seen in process flow #**9**.

Following UI **934**, process flow #**10** signifies that the transaction has been authorized between the merchant and the consumer, the transaction is confirmed, and the amount of the transaction can be deducted from the account for the open loop gift card. As such, method **900** is an exemplary implementation of a consumer operating a cell phone to conduct an online purchase with an online merchant where the purchase is a non-cash transaction conducted upon an account.

Method **900** seen in FIG. **9** advantageously provides the on-line merchant with the benefit of a payment gateway that authenticates the consumer's cell phone, thus likely incurring low fraud liability or exposure from the transaction processor/handler **908** within the payment processing system. The consumer receives the benefit of a fast checkout when making such online purchases which speed is enabled by access to an address book for the merchant as well as for the consumer's shipping address. As can be seen in method **900**, there is a two factor authentication including both the user's personal identification number (PIN) as well as the authentication through the mobile device operated by the consumer (see consumer wireless client **902**). Optionally, method **900** can incorporate a digital signature using a cryptic graphic feature.

FIG. **10** shows a method **1000** in which a consumer can operate a cell phone or other mobile communicator to manage their accounts issued to them by issuing banks. Account data for an open loop gift card is input into the cell phone as shown at **1016**, such as by installing a removable open loop gift card in the cell phone so as to be read by same.

Seen from FIG. **10**, a consumer wireless client **1002** moves through a process flow #**1** of method **1000** to a user interface (UI) **1020**. UI **1020** shows the display that permits the consumer operating cell phone **1002** to select one of three different accounts that are rendered on UI **1020**. As seen in FIG. **10**, UI **1020** shows the first account as being "Wells Fargo 123", the second account as being "BOFA2", and third account as being "Chase1". As those of ordinary skill in the relevant arts will understand, the three accounts listed on UI **1020** are identifiers known possibly only to the consumer for the particular accounts and the corresponding issuer thereof to the consumer.

The selection of the "Next" button on UI **1020** moves method **1000** through process flow #**2** to US **1022**. UI **1022** displays the relevant information about the account selected in UI **1020**. As seen in FIG. **10**, UI **1022** lists the virtual account number as being 1234567890123456, the corresponding PIN for that account being "1234", and the wallet ID being the selected count which is "Wells Fargo 123" as seen from the selections available in UI **1020**. Following the visual confirmation to the consumer at UI **1022**, consumer can operate the "Next" button on UI **1022** such that process **1000** moves along process flow #**3** such that UI **1024** is displayed upon cell phone **1002**. UI **1024** allows the consumer to enter three different data fields.

The first data field on UI **1024** is the date of expiration of transactions that are to be conducted on the selected account using the virtual account number. As seen in UI **1024**, the first field data entry is Dec. 1, 2007. The second data entry field is the number of transactions that can be conducted between the present date and the expiration date on the selected account using the virtual account number. Here UI **1024** shows a maximum of five transactions have been entered by the consumer. The last field is the maximum amount of each transaction which is to be permitted on the selected account using the virtual account number. As seen in UI **1024**, this amount is $500. Following the data entry of these different fields, the consumer activates button "Done" on UI **1026**. Upon such activation, method **1000** moves along process flow #**4** to display UI **1026** upon cell phone **1002**.

UI **1026** permits the consumer to enter their virtual account number and a PIN previously displayed in UI **1022**. Following the entry of these data into the two data entry field on UI **1026**, the user operates button "Submit" to move method **1000** along process flow #**5***e* seen in FIG. **10**.

Process flow #**5** seen in FIG. **10** involves interaction between the cell phone **1002** and a payment gateway **1008** of a transaction handler/payment processor **1006**. The communication between cell phone **1002** and the payment gateway **1008** can use a variety of communication protocols. Preferably, the communication protocol will be "SOAP/HTTPS".

Method **1000** seen in FIG. **10** is advantageous in that an account can be managed by a consumer without ever having to give a credit card number to any merchant, be they a merchant contacted by the consumer online or contacted by the consumer by telephone. Moreover, a consumer can change the temporary virtual account number readily. Here, the virtual account number will be a number that temporarily corresponds to the actual account number that the consumer was issued by an issuer. The changes that can be made to the virtual account include the expiration date of that account, the number of the transactions that the consumer will permitted to be conducted by the consumer with that temporarily account number, the merchants that the consumer will not be permitted to transact with using that temporary account, etc. As such, the consumer can prevent many unauthorized uses of their real account with merchants, can prevent transactions having a currency amount above a consumer-set limit, can prevent transactions beyond a given date, beyond a given consumer-set number of transactions, as well as numerous other limitations and thresholds that are known to those of ordinary skill in the art though not necessarily seen in FIG. **10**.

FIG. **11** shows an exemplary method **1100** that allows a user to operate their cell phone to automatically pay bills after an initial set up. Account data for an open loop gift card is input into the cell phone **1102** as shown at **1116**, such as by installation of a removable open loop gift card into cell phone **1102** so as to be read by same.

Consumer wireless client **1102** (e.g., cell phone) is operated by a consumer along process flow #**1** such that the cell phone **1102** displays user interface **1120**. UI **1120** displays the text "Generate permanent (never expire) automatic pay account number for auto bill pay" as a description of the function that is to be accomplished by the consumer using their cell phone **1102**. If this is acceptable, then the consumer will activate the "Next" button on UI **1120**. Upon such activation, method **1100** moves along process flow #**2** to UI **1122**. UI **1122** allows the consumer to select one of three different accounts, rendered by way of their respective identifiers, that the consumer wishes to use to indicate that a payment is to be made automatically to that account. Upon a selection of one of the three different account identifiers at UI **1122**, the consumer activates the "Next" button. Upon such activation, method **1100** moves along process flow #**3** to allow the cell phone **1102** to render UI **1124**.

UI **1124** shows a confirmation of the particulars of the account selected by the consumer at UI **1122**. The particular account depicted in UI **1124** is seen via the rendering of "Your auto pay account: account: 123456780123456; wallet id: Wells Fargo 123". As can be seen from UI **1234**, the account identifier "Wells Fargo 123" was selected by the consumer at UI **1122**. Following the selection of the account at UI **1122**, and the confirmation of the selected account at UI **1124**, then the user can activate the button "ok" on UI **1234**. Upon such

activation, method **1100** moves along process flow #**4** for an interaction of cell phone **1102** with payment gateway **1108**.

Payment gateway **1108** interacts with transaction handler/payment processor **1106** to facilitate the automatic payment transaction with the merchant desired by the consumer who operates cell phone **1102**. Payment gateway **1108** communicates via the process flow #**5** seen in FIG. **11** with a merchant **1126**. In particular, merchant **1126** can be an electronic bill payment merchant who accepts electronic payment for amounts due on an account corresponding to the consumer that is operating consumer wireless client **1102**. As seen in FIG. **11**, the particular merchant that is to be automatically paid is "www.verizonwireless.com". Communication between merchant **1126** and payment gateway **1108** will preferably be in a communication protocol of "SOAP/HTTPS", which may be desirable for reason of security and integrity. As such, method **1100** allows a consumer to change their association between automatic bill payments and the real account number or debit account number that they are using to make such payments. Also, the consumer can get an alert ahead of time if the account number issued to them by an issuer that they intend to use to pay a bill is soon to expire. The consumer can also get alerts if there has been an error as to any automatic payment that they wish to make. After initial setup, payment gateway **1108** can periodically make automatic payments of amounts owed to merchant **1126** using the account designated by the consumer at UI **1122**. As such, the consumer need not periodically attend to manual paying of bills as a periodic chore, but rather can allow payment gateway **1108** to automatically pay different merchants after the set up seen in method **1100**.

FIG. **12** shows an exemplary method **1200** by which a cell phone or other portable mobile device for conducting transactions on an issued account can be activated securely. Other such mobile devices that may be activated may be a smart card or a SIM card. Account data for an open loop gift card is input into the cell phone **1202***a* as shown at **1216**, such as by installing a removable card into cell phone **1202***a* so as to be read by same.

Method **1200** depicted in FIG. **12** begins when a consumer **1230** enters credentials and a personal information number (PIN) at process flow #**1**. These data are entered interactively with a mobile phone, such as consumer wireless client **1202***a*. Following the entry of the credentials and the PIN, process flow #**2** proceeds to allow consumer wireless client **1202***a* to send the credentials and the PIN to a payment gateway **1208** seen in FIG. **12**.

Payment gateway **1208** validates the credentials and the PIN and then hashes or otherwise obscures these data including the credentials and any other data. Payment gateway **1208** also interacts with transaction handler/payment processor **1206**. Following the obscuring or hashing of the credentials and other data, process flow #**3** seen in FIG. **12** returns a hashed message digest from electronic wallet details and a dynamic key pair to the consumer wireless client **1202***b* seen in FIG. **12**. The wireless client **1202***a* may be different than the mobile device **1202***b*, such as when the mobile device **1202***b* is a smart card, or a SIM card and mobile device **1202***a* is a cell phone. Alternatively, the activated mobile device **1202***a* may be the same as the activated mobile device **1202***b*. Following the receipt of the hashed message digest, the electronic wallet details, and a dynamic key pair by consumer mobile device **1202**B, method **1200** proceeds through process flow #**4** to interact with an issuer **1204** who issued the account number to the consumer **1230**.

As can be seen from FIG. **12**, payment gateway **1208** is able to validate the credentials received from consumer wireless client **1202***a* so that they can be obscured through a hashing algorithm. As such, the consumer to whom the account has been issued by an issuer can avoid violation of privacy by insuring that no such private information is stored on their cell phone, SIM card or smart card. For instance, the PIN entered at process flow #**2** need not be stored on the mobile device. As such, if a mobile device, such as a cell phone, is stolen from the consumer, private information about accounts, access codes, and other such credentials can not be reversed engineered or otherwise removed from the mobile device because that information is not stored on the mobile device. Rather, any such information has been obscured by a hashing algorithm performed in conjunction with payment gateway **1208** and/or transaction handler/payment processor **1206**.

FIG. **13** shows an exemplary method **1300** that allows the authentication of a mobile device to interact in a payment processing system. Account data for an open loop gift card is input into the cell phone **1302** as shown at **1316**, such as by installing a removable card into cell phone **1302** so as to be read by same.

Method **1300** begins with a consumer **1330** entering a valid PIN into a consumer wireless client **1302**. By way of example, client **1302** can be a cell phone. As such, cell phone **1302** executes a transaction application that allows consumer **1320** to make a maximum of three tries to enter a valid personal information number (PIN). If the consumer **1330** has exceeded the number of tries to enter a valid PIN, then the cell phone **1302** is prohibited from further attempts by consumer **1303** to authenticate the cell phone for use in conducting transactions.

If consumer **1330** enters a valid PIN in process flow #**1** into cell phone **1302**, then method **1300** proceeds through process flow #**2** to interact with a payment gateway **1308**. Subsequent to the conducting of a transaction between a consumer and a merchant, or other such transactions upon an account issued to the consumer, a dynamic key and a static message digest is sent back to cell phone **1302** through process flow #**2**. The dynamic key and static message digest are sent from payment gateway **1308** back to cell phone **1302**. The dynamic key and static message digest are derived by payment gateway **1308** by interaction with transaction handler/payment processor **1306**. The security inherent in making sure the dynamic key and static message are sent to cell phone **1302** at the end of every transaction conducted by consumer **1330** ensures proper authentication, safety and security of financial transactions. With these are lower probabilities of fraudulent transactions conducted with cell phone **1302**. Stated otherwise, the consumer is not permitted to use the cell phone **1302** to conduct a transaction unless the consumer enter the proper PIN, and the consumer will be prohibited from such transactions if they can not enter the valid PIN after a maximum number of tries, for instance three attempts as are seen in FIG. **13**.

The Payment Processing System

FIG. **14** illustrates a block diagram of an exemplary payment processing system **1400** within which the exemplary methods and process of FIGS. **1-3** may be practiced. As will be readily understood by persons of ordinary skill in payment processing systems, a transaction such as a payment transaction in a payment processing system can include participation from different entities that are each a component of the payment processing system. The exemplary payment processing system **1400** includes an issuer **1404** such as the issuer; a transaction handler **1406**, such as the transaction handler; an acquirer **1408** such as the acquirer; a merchant **1410** such as the merchant; and a consumer **1402** such as the consenting consumer. The acquirer **1408** and the issuer **1404** can com-

municate through the transaction handler **1406**. The merchant **1410**, such as the utility provider, may utilize at least one POS that can communicate with the acquirer **1408**, the transaction handler **1406**, or the issuer **1404**. Thus, the POS is in operative communication with the payment processing system **1400**.

Typically, a transaction begins with the consumer **1402** presenting an account number of an account (e.g., non-credit account) such as through the use of a computer terminal or a portable consumer device **1412** to the merchant **1410** to initiate an exchange for a good or service. The consumer **1402** may be an individual or a corporate entity. The consumer **1402** may be an account holder of the account issued by the issuer **1404** such as a joint account holder of the account or a person having access to the account such as an employee of a corporate entity having access to a corporate account. The portable consumer device **1412** may include a payment card, a gift card, a smartcard, a smart media, a payroll card, a health care card, a wrist band, a machine readable medium containing account information, a keychain device such as the SPEEDPASS® commercially available from ExxonMobil Corporation or a supermarket discount card, a cellular phone, personal digital assistant, a pager, a security card, a computer, an access card, a wireless terminal, or a transponder. The portable consumer device **1412** may include a volatile or a non-volatile memory to store information such as the account number or a name of the account holder.

The merchant **1410** may use an acceptance point device, such as a POS, to obtain account information, such as the indicator for the account (e.g., the account number of the account), from the portable consumer device **1412**. The portable consumer device **1412** may interface with the POS using a mechanism including any suitable electrical, magnetic, or optical interfacing system such as a contactless system using radio frequency, a magnetic field recognition system, or a contact system such as a magnetic stripe reader. The POS sends a transaction authorization request to the issuer **1404** of the portable consumer device **1412**. Alternatively, or in combination, the portable consumer device **1412** may communicate with the issuer **1404**, the transaction handler **1406**, or the acquirer **1408**.

The issuer **1404** may submit an authorize response for the transaction via the transaction handler **1406**. Authorization includes the issuer **1404**, or the transaction handler **1406** on behalf of the issuer **1404**, authorizing the transaction in connection with instructions of the issuer **1404**, such as through the use of business rules. The transaction handler **1406** may maintain a log or history of authorized transactions. Once approved, the merchant **1410** can record the authorization and allow the consumer **1402** to receive the good or service.

The merchant **1410** may, at discrete periods, such as the end of the day, submit a list of authorized transactions to the acquirer **1408** or other components of the payment processing system **1400** for clearing and settling. The transaction handler **1406** may compare the submitted authorized transaction list with its own log of authorized transactions. If a match is found, the transaction handler **1406** may route the clearing and settling request from the corresponding acquirer **1408** to the corresponding issuer **1404** involved in each transaction. Once the acquirer **1408** receives the payment of the transaction from the issuer **1404**, it can forward the payment to the merchant **1410** less any transaction costs, such as fees. If the transaction involves a debit or pre-paid card, the acquirer **1408** may choose not to wait for the initial payment prior to paying the merchant **1410**.

There may be intermittent steps in the foregoing process, some of which may occur simultaneously. For example, the acquirer **1408** can initiate the clearing and settling process, which can result in payment to the acquirer **1408** for the amount of the transaction. The acquirer **1408** may request from the transaction handler **1406** that the transaction be cleared and settled.

It should be understood implementations can be in the form of control logic, in a modular or integrated manner, using software, hardware or a combination of both. The steps of a method, process, or algorithm described in connection with the implementations disclosed herein may be embodied directly in hardware, in a software module executed by a processor, or in a combination of the two.

The various steps or acts in a method or process may be performed in the order shown, or may be performed in another order. Additionally, one or more process or method steps may be omitted or one or more process or method steps may be added to the methods and processes. An additional step, block, or action may be added in the beginning, end, or intervening existing elements of the methods and processes. Based on the disclosure and teachings provided herein, a person of ordinary skill in the art will appreciate other ways and/or methods for various implements.

It is understood that the examples and implementations described herein are for illustrative purposes only and that various modifications or changes in light thereof will be suggested to persons skilled in the art and are to be included within the spirit and purview of this application and scope of the appended claims.

What is claimed is:

1. A wireless mobile communications apparatus comprising:

a card reader configured to removably receive a data bearing card into a card receiving position thereof;

a display;

an input device;

wireless communications apparatus;

memory for storing instructions and data; and

a computing apparatus, when the card reader is in the receiving position thereof is configured to execute the instructions in the memory to:

read, using the card reader, information encoded in memory of the data bearing card in the card receiving position thereof;

derive, from the information encoded in the memory of the data bearing card, an identifier for an account issued by an issuer; and

transmit, using the wireless communications apparatus, the identifier for the account;

receive, using the wireless communications apparatus, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account by use of the wireless mobile communications apparatus;

render, using the display, a prompt requesting authorization of withdrawal of the total currency amount for the transaction from the account;

receive, from the input device, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account;

transmit, using the wireless communications apparatus, information corresponding to the indicator;

receive, using the wireless communications apparatus, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account; and

render, using the display, in response the receiving of the remaining currency balance in the account, the remaining currency balance in the account;

encode, using the card reader, the received remaining currency balance in the account in the memory of the data bearing card;

receive, from the input device, an indicator corresponding to a demand balance inquiry;

read, in response to the receipt of the indicator corresponding to the demand balance inquiry, the encoded remaining currency balance in the account in the memory of the data bearing card; and

render, on the display, in response to the reading of the encoded remaining currency balance in the account in the memory of the data bearing card, a display representing the remaining currency balance in the account as encoded in the memory of the data bearing card.

2. The wireless mobile communications apparatus as defined in claim **1**, wherein:

the card reader comprises a magnetic strip card reader; and

the data bearing card comprises a planar substrate having a surface with a magnetic strip.

3. The wireless mobile communications apparatus as defined in claim **1**, wherein:

the card reader comprises a bar code reader; and

the data bearing card comprises a planar substrate having a surface having bar code thereon; and

the information encoded in the memory of the data bearing card is encoded in the bar code.

4. The wireless mobile communications apparatus as defined in claim **1**, wherein the wireless communications apparatus comprises:

short range communications apparatus; and

cellular telephony communications apparatus.

5. The wireless mobile communications apparatus as defined in claim **4**, wherein the short range communications apparatus is configured for:

the transmitting of the identifier for the account; and

the transmitting of the information corresponding to the indicator.

6. The wireless mobile communications apparatus as defined in claim **4**, wherein the short range communications apparatus is configured for communications less than about three hundred meters.

7. The wireless mobile communications apparatus as defined in claim **1**, wherein the card reader is further configured to removably receive the data bearing card in a form factor comprising a substrate substantially comprising paper having a surface thereon the memory of the data bearing card.

8. The wireless mobile communications apparatus as defined in claim **1**, wherein the deriving of the identifier for an account issued by the issuer further comprise decrypting the encoded information read from the memory of the data bearing card to form the identifier for the account.

9. The wireless mobile communications apparatus as defined in claim **1**, wherein the card reader is further configured to removably receive the data bearing card in a form factor comprising a non-reloadable gift card for which the information encoded in the memory thereof does not include:

a currency amount; or

an identity of a user of the wireless mobile communications apparatus who is conducting the transaction on the account with the merchant.

10. The wireless mobile communications apparatus as defined in claim **9**, wherein neither the transmitting of the identifier for the account nor the transmitting of the information corresponding to the indicator includes a transmission of data corresponding to either:

a currency amount; or

an identifier for a cardholder of the gift card.

11. The wireless mobile communications apparatus as defined in claim **1**, wherein:

the indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account is a password required for access to currency in the account; and

the transmitting of the information corresponding to the indicator includes the transmission of the password.

12. The method as defined in claim **1**, wherein the deriving of the identifier for an account issued by the issuer further comprise decrypting the encoded information read from the memory of the data bearing card to form the identifier for the account.

13. The medium as defined in claim **1**, wherein instructions to derive the identifier for an account issued by the issuer further comprise instructions to decrypt the encoded information read from the memory of the data bearing card to form the identifier for the account.

14. A cellular telephone comprising:

a magnetic strip card reader having a card receiving position thereof and configured for removably receive a planar substrate having a surface with a magnetic strip thereon into the card receiving position of the magnetic strip card reader;

a display screen;

an input device;

cellular telephony communications apparatus;

short range communications apparatus configured for communications having a range of not more than about 300 meters;

memory for storing instructions and data; and

a computing apparatus, when the magnetic strip card reader is in the receiving position thereof, configured to execute the instructions stored in the memory to:

read information encoded in the magnetic strip on the planar substrate;

derive, from the information encoded in the magnetic strip on the planar substrate, an identifier for an account issued by an issuer; transmits, using the short range communications apparatus, the identifier for the account;

receive, using the short range communications apparatus, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account by use of the cellular telephone;

render, on the display screen, a prompt requesting authorization of a withdrawal of the total currency amount for the transaction from the account;

receive, from the input device in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account;

transmit, using the using the short range communications apparatus, information corresponding to the indicator; and

receive, using the short range communications apparatus, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account;

render, on the display screen in response to the receiving of the remaining currency balance in the account, the remaining currency balance in the account;

encode, with the magnetic strip card reader, the received remaining currency balance in the information in the magnetic strip on the planar substrate;

receive, from the input device, an indicator corresponding to a demand balance inquiry;

read, in response to the receipt of the indicator corresponding to the demand balance inquiry, the encoded remaining currency balance in the information in the magnetic strip on the planar substrate; and

render, on the display screen, in response to the reading of the encoded remaining currency balance in the information in the magnetic strip on the planar substrate, a display representing the remaining currency balance in the account as encoded in the magnetic strip on the planar substrate.

15. The cellular telephone as defined in claim **14**, wherein the short range communications apparatus is further configured for a communication protocol selected from the group consisting Near Field Communications (NFC), Bluetooth, Wi-Fi, IrDA, and a combination thereof.

16. The cellular telephone as defined in claim **14**, wherein:

the card reader is further configured to removably receive the data bearing card in a form factor comprising a non-reloadable gift card for which the information encoded in the magnetic strip on the planar substrate does not include:

a currency amount; or

an identity of a user of the cellular telephone conducting the transaction with the merchant on the account; and

neither the transmitting of the identifier for the account nor the transmitting of the information corresponding to the indicator includes a transmission of data corresponding to either:

a currency amount; or

an identity of a user of the cellular telephone who is conducting the transaction with the merchant on the account.

17. The cellular telephone as defined in claim **14**, wherein:

the indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account is a password required for access to currency in the account; and

the transmitting of the information corresponding to the indicator includes the transmission of the password.

18. A World Wide Web (Web) enabled wireless mobile communications system, comprising:

means for reading a data bearing card and configured to removably receive the data bearing card into a card receiving position thereof;

a user interface including:

means for displaying; and

means for receiving input;

means for transreceiving wireless communications over the Internet;

means for storing instructions and data; and

computing means for executing the instructions and a Web browser providing interactive communications with the Web;

wherein when the means for reading a data bearing card is in the receiving position thereof, the computing means executes instructions to:

read, using the means for reading a data bearing card, information encoded in memory of the data bearing card;

derive, from the information encoded in the memory of the data bearing card, an identifier for an account issued by an issuer;

transmit, using the wireless communications apparatus, the identifier for the account for delivery to a logical Internet address;

receive, from a logical Internet address, using the means for transreceiving wireless communications, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account by use of the wireless mobile communications apparatus;

render, using the means for displaying, a prompt requesting authorization of withdrawal of the total currency amount for the transaction from the account;

receive, from the means for receiving input of the user interface, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account;

transmit, using the means for transreceiving wireless communications, information corresponding to the indicator for delivery to a logical Internet address;

receive, from a logical Internet address, using the means for transreceiving wireless communications, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account;

render, using the means for displaying, in response to the receiving of the remaining currency balance in the account, the remaining currency balance in the account;

encode, with the means for reading a data bearing card, the received remaining currency balance in the information in the data bearing card;

receive, from the means for receiving input of the user interface, an indicator corresponding to a demand balance inquiry;

read, using the means for reading a data bearing card, in response to the receipt of the indicator corresponding to the demand balance inquiry, the encoded remaining currency balance in the information in the data bearing card; and

render, using the means for displaying, in response to the reading of the encoded remaining currency balance in the information in the data bearing card, the remaining currency balance in the account as encoded in the memory of the data bearing card.

19. A wireless mobile communications method, comprising:

reading, using a card reader, information encoded in memory of a data bearing card in a card receiving position thereof;

deriving, from the information encoded in the memory of the data bearing card, an identifier for an account issued by an issuer; and

transmitting, using wireless communication, the identifier for the account;

receiving, using wireless communications, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account using wireless communication;

rendering, using a display, a prompt requesting authorization of withdrawal of the total currency amount for the transaction from the account;

receiving, from an input device, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account;

transmitting, using wireless communication, information corresponding to the indicator;

receiving, using wireless communication, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account; and

rendering, using the display, in response to the receiving of the remaining currency balance in the account, the remaining currency balance in the account;

encoding, using the card reader, the received remaining currency balance in the account in the memory of the data bearing card;

receiving, from the input device, an indicator corresponding to a demand balance inquiry;

reading, in response to the receipt of the indicator corresponding to the demand balance inquiry, the encoded remaining currency balance in the account in the memory of the data bearing card; and

rendering, on the display, in response to the reading of the encoded remaining currency balance in the account in the memory of the data bearing card, a display representing the remaining currency balance in the account as encoded in the memory of the data bearing card.

20. A processor-readable medium storing processor-executable instructions to:

read, using a card reader, information encoded in memory of a data bearing card in a card receiving position thereof;

derive, from the information encoded in the memory of the data bearing card, an identifier for an account issued by an issuer; and

transmit, using wireless communication, the identifier for the account;

receive, using wireless communications, in response to the transmission of the identifier for the account, a total currency amount of a transaction with a merchant being conducted on the account using wireless communication;

render, using a display, a prompt requesting authorization of withdrawal of the total currency amount for the transaction from the account;

receive, from an input device, in response to the rendered prompt, an indicator as to an approval of the requested authorization for the withdrawal of the total currency amount for the transaction from the account;

transmit, using wireless communication, information corresponding to the indicator;

receive, using wireless communication, in response to the transmission of the information corresponding to the indicator, a remaining currency balance in the account; and

render, using the display, in response to the receiving of the remaining currency balance in the account, the remaining currency balance in the account;

encode, using the card reader, the received remaining currency balance in the account in the memory of the data bearing card;

receive, from the input device, an indicator corresponding to a demand balance inquiry;

read, in response to the receipt of the indicator corresponding to the demand balance inquiry, the encoded remaining currency balance in the account in the memory of the data bearing card; and

render, on the display, in response to the reading of the encoded remaining currency balance in the account in the memory of the data bearing card, a display representing the remaining currency balance in the account as encoded in the memory of the data bearing card.

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