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Paybox expands mobile shopping to Asia and US

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Paybox, the German company which has perfected technology that allows mobile phone users to buy goods and services with their phones, will today announce a landmark deal to take its service to the US and Asia.

Paybox, part owned by Deutsche Bank, has signed a deal with Pacific USA, part of the Taiwan-based electronics conglomerate Pacific Electric Wire & Cable, to license its technology in a deal which could be worth millions of pounds.

Over 750,000 people use Paybox to shop at 10,000 online and high-street retailers as well as service firms such as taxi operators. Paybox, which operates on any mobile phone network and uses the customer's own bank account, is up and running in the UK, Germany, Spain, Austria and Sweden.

Pacific USA will launch the service in the US market by June, followed by an Asian launch "in the medium term".

The idea of using a mobile phone to pay for goods and services is gaining wider acceptance among the wireless industry. Vodafone recently forged an alliance with T-Mobile, the wireless business of Deutsche Telekom, to work on plans for these so-called m-payments.

A recent study by marketing consultants Frost & Sullivan estimates that trade worth \$25bn (£17.5bn) will be generated through mobile payments in 2006.

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At the Guardian, we see it as our job not only to report the facts as we find them, but to provide the historic and global context necessary to fully understand the turbulent times in which we're living. Humanity, curiosity and honesty guide us, and our work is rooted in solidarity with ordinary people and hope for our shared future. We don't have a single viewpoint, but we do have a shared set of values. We proudly platform voices of dissent, and we are fearless when it comes to investigating corruption and challenging power.

Not every news organization sees its mission this way - and nor is their editorial independence as ironclad as ours. In the past year, several large US media outlets have caved to outside pressure at the behest of their corporate and billionaire owners. We are thankful the Guardian is different.

Our only financial obligation is to fund independent journalism in perpetuity: we have no ultrarich owner, no shareholders, no corporate bosses with the power to overrule or influence our editorial decisions. Reader support is what guarantees our survival and safeguards our independence - and every cent we receive is reinvested in our work.

It has never been more urgent, or more perilous, to pursue reporting in the US that holds power to account and counters the spread of misinformation - and at the Guardian we make our journalism free and accessible to all. Can you spare just 37 seconds now to support our work and protect the free press?

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