

ApplePay vs Osaifu-Keitai – CNBC interview

September 18, 2014



g_
fa
sol

apple

ApplePay

docomo

iphone

iPhone 6

Osaifu keitai

お

おサイフ携帯

ドコモ

ApplePay is expected to start in October 2014 – Docomo's

Osaifu-keitai wallet phones started on July 10, 2004.

VIDEO 3:42

Why Apple Pay isn't as revolutionary as it seems

<https://www.cnn.com/video/2014/09/16/why-apple-pay-isnt-as-revolutionary-as-it-seems.html>

Mobile payments Japan, e-money and mobile credit (200 pages, pdf file)

Mobile payment Japan, e-money and mobile credit (26th edition)

In business the first-comer does not always win the game

Japan's NTT-DoComo tested two types of wallet phones, manufactured by Panasonic and SONY with 5000 customers between December 2003 and June 2004, and introduced mobile payments and wallet phones on July 10, 2004 – over 10 years ago.

ApplePay therefore could be developed based on over 10 years of experience with mobile payments in Japan. ApplePay is expected to be introduced for the USA market in October 2014, and we can expect Apple to introduce ApplePay to other markets including Japan in due course.

It will be particularly interesting to see how ApplePay and the already established mobile payment and NFC payment ecosystems in Japan will integrate.

For detailed analysis read our reports:

- [Mobile payments in Japan, e-money and mobile credit](#)
- [SUICA and e-money for transport](#)
- [Wallet phones in Japan](#)

Mobile payment Japan, e-money and mobile credit report:

[Mobile payment Japan, e-money and mobile credit](#)
[\(26th edition\)](#)

Copyright (c) 2014 [Eurotechnology Japan KK](#) All Rights Reserved

OTHER POSTS

Growing your business in Japan (UK Society of Chemical Industry SCI, video conference)

January 30, 2023

Struggling for Europe's technology sovereignty – a comment on Hermann Hauser's proposal for a €100 billion Technology Sovereignty Fund

July 8, 2021

How many banks are there in Japan?

September 1, 2020

9 years ago: March 11, 2011 14:46:24 Tohoku earthquake, tsunami and Fukushima nuclear disaster – in memory

March 11, 2020

← [Apple Pay vs Japan's Osaifu-keitai – the precursor to Apple Pay](#)

[Murata cheerleader robots: stability, sensing, synchronized dance – waiting for open innovation and APIs?](#) →

0 Comments

1 Login ▼

G

Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS ?

Name



Share

Best Newest Oldest

Be the first to comment.

Subscribe

Privacy

Do Not Sell My Data

eurotechnology.com

M&A + driving growth and innovation in Japan – founded 1997 in Tokyo

what we do

M & A

building Japan business

Japan strategy and growth

pharmaceutical industry

medical devices

financial industry

technology industries

Japan market entry and turn-round

energy

due diligence

clients

track record

business in Japan

日本語

🔍

latest

contact

team

linkedin

facebook

instagram

(c) 2025 [eurotechnology.com](https://www.eurotechnology.com)