



AIB and Eircell to launch Ireland's first Mobile Phone Banking Service

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AIB and Eircell have joined forces in a major e-commerce development called Mobile Banking. The service will be piloted this month and will allow AIB customers to use Eircell's GSM technology to check their account balances and transaction details on the screens of their mobile phones. This new service is the first of its kind in Ireland and the first time that SMS (short messaging service) technology will be used in this way.

Future enhancements to Mobile Banking will also allow customers to transfer funds between accounts and pay bills. AIB will also be able to update customers via their mobile screens on developments relevant to their accounts such as rate changes and share price movement.

The details provided to each customer on their phones remains entirely confidential to them, just as it is in any of the more traditional ways of dealing with the bank. The service will be provided free to AIB customers, with the only charge being for the SMS used to request the information.

Commenting on this latest addition to AIB's electronic banking service, Billy Andrews, General Manager, Electronic Banking, AIB Group said

"AIB is constantly seeking new ways of utilising the latest technological developments to enhance the service we offer our customers. The mobile phone is already an indispensable communications link for many of our customers, as is the Internet.

The new service we have developed with Eircell allows us to combine the visual advantages of screen based banking with the portable advantages of the mobile phone to allow our customers easy and instant access to their banking details wherever they may be".

Jim Collity, Corporate Business Unit Director at Eircell said "It is particularly appropriate that Eircell, which continually brings new technology to the marketplace, should also be first to introduce Mobile Banking. We are delighted that we are able to offer AIB customers a completely new service which will allow them to be in touch with their finances 24 hours a day.

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