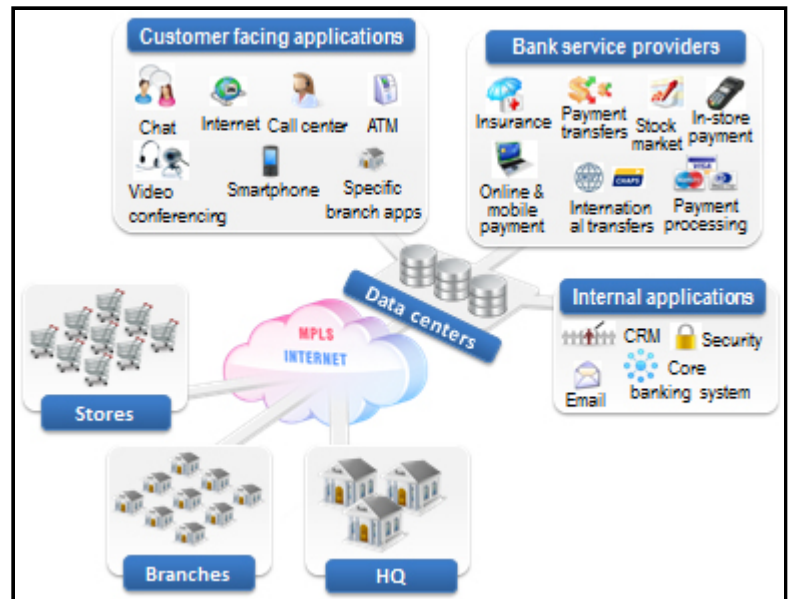


Mobile Commerce Applications (Cont.)

Mobile Banking

Mobile banking is a system that allows customers of a financial institution to conduct a number of financial transactions through a mobile device. Mobile banking has until recently most often been performed via SMS or the mobile Web. Now more banks start launching mobile apps to complement mobile web-based services. Check a [video](#) clip.

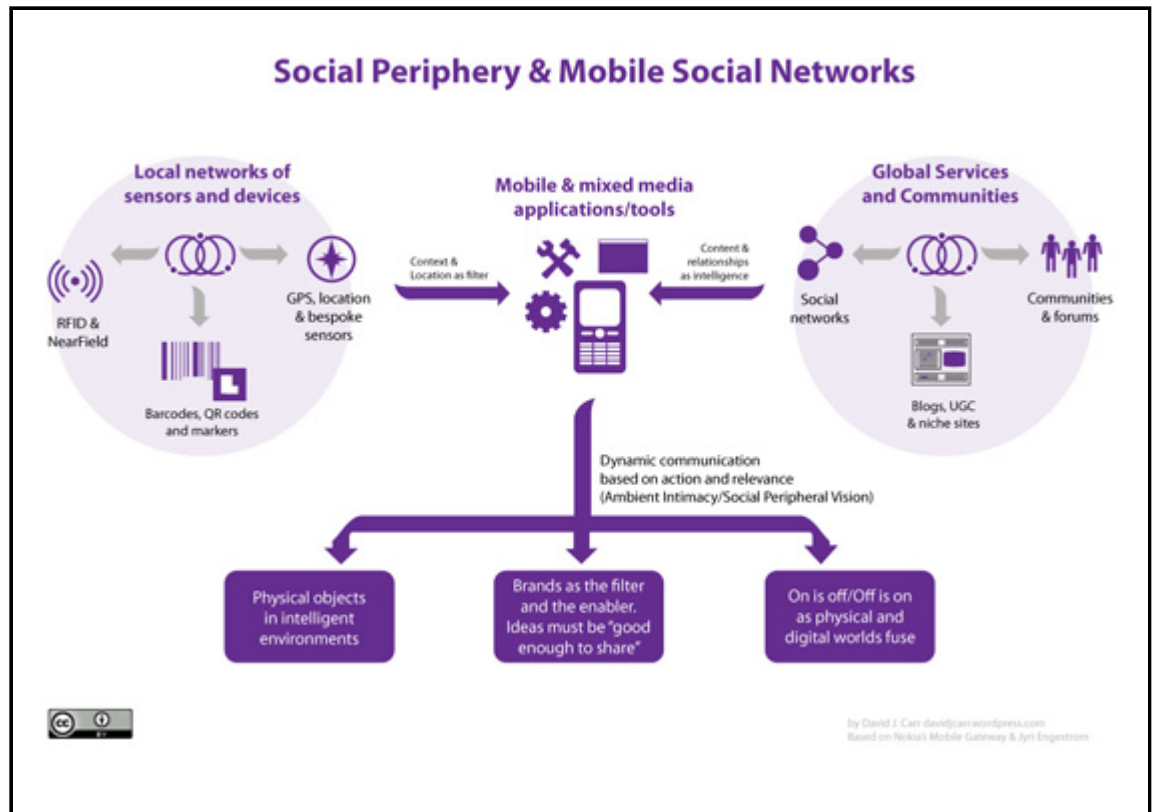


Mobile Social Networks

Mobile social networking is social networking where individuals with similar interests converse and connect with one another through their mobile phone and/or tablet. A current trend for social networking websites is to create mobile apps to give their users instant and real-time access from their devices.

In turn,
native
mobile
social
networks
have been
created like
[Foursquare](#),
[Instagram](#),

and [Path](#) communities which are built around mobile functionality.



Slide 17.22: Mobile commerce applications (cont.)
Home

