

Title : Habib Bank AG Zurich – first GPRS banking in UAE
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Habib Bank AG Zurich – first GPRS banking in UAE

Habib Bank AG Zurich, one of the leading international banks operating in the United Arab Emirates is the first to configure its m-commerce system over WAP to GPRS in the United Arab Emirates.

Dubai, UAE
 General Packet Radio Service (GPRS) was launched this month by Etisalat Telecommunications Corporation. Habib Bank AG Zurich is the first bank in the country to utilise this newest mobile communication technology, allowing much quicker WAP (wireless application protocol) browsing of customer's account information and bank interaction from mobile phones.

Mr Reza Habib, joint president, Habib Bank AG Zurich announced today, "We are delighted to continue our technological advancements by being the first bank in the United Arab Emirates to offer GPRS enabled WAP banking. Our existing HBZwap customers have been asking for faster mobile banking and we're now able to offer it. This is all part of our 'AAA Banking' - Anytime, Anywhere, Anyhow".

Sixteen months after being the first bank to introduce both Internet and WAP banking into the region, the bank reports that 49.6% of Habib Bank AG Zurich credit customers are web users and 46.9% depositors are web users.

Mobile banking allows customers to bank 24 hours a day, wherever they can get a mobile phone connection which increases the level of control bank account holders have. Utilising the bank's HBZwap services through Etisalat's GPRS network increases the speed of WAP banking by over four times. Customers are able to carry out transactions using their mobile phone such as viewing statement of accounts, balance enquiries, fund transfer, payment of ETISALAT and DEWA bills and ordering cheque books.



Habib Bank AG Zurich – first GPRS banking in UAE.

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About Habib Bank AG Zurich

Habib Bank AG Zurich was established in 1967 on a solid foundation of banking tradition that spans several generations. Traditional banking values set in the context of international banking has determined Habib Bank AG Zurich's corporate philosophy - "Service with Security" - for over 32 years in operation. Providing trade finance, corporate, consumer, private, retail and correspondent banking, products the bank offers highly personalized service to its customers through its international network of over 35 branches and online at <http://www.habibbank.com>

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Posted by Anne-Birte Stensgaard, News Editor

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