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## Mobile Banking 2.0: iPhone Edition

*How to build a smartphone app even your CFO will love*

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**Abstract:** In this special report, we look at the major mobile applications markets (Apple, Google, and Blackberry) and how any financial institution can create a downloadable mobile app to leverage the buzz. Thirty-three potential features are outlined with recommendations for various budget sizes.

In addition, the report includes:

- Mobile application market
- Mobile banking overview and forecast (U.S.)
- Review of the mobile banking business case
- Using iPhone graphics to increase interest in financial products and services
- Legal issues in mobile banking from our guest columnists from Chambliss, Bahner & Stophel, P.C.

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**Companies Mentioned:** 1st Mariner Bank, Allpoint, Apple, AT&T, Bank of America, Blaze Mobile, CashEdge, Citibank, Expensify, Firethorn (Qualcomm), Google, IBC Bank, Kiwibank, mFoundry, Microsoft, Mint, National Bank of New Zealand (ANZ), OCBC, PageOnce, PayPal, PNC Bank, Research in Motion (RIM), St. George Bank, TapTapTap, University of Wisconsin (UW) Credit Union, Yes Bank.

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