

# US mobile wallet Isis rebrands as Softcard

WASHINGTON, USA: US mobile payments firm Isis has officially changed its name to Softcard, completing the process of distancing itself from a militant Islamic group sometimes known by the same acronym.



USA mobile wallet company has changed its name from Isis to Softcard to distance itself from the militant Islamic group of the same name. Image: [Android Community](#)

The company, which is backed by US wireless companies AT&T, Verizon and T-Mobile, announced in July it was dropping the name Isis, which may also be a reference to the militant group Islamic State of Iraq and Syria, also known as the Islamic State of Iraq and the Levant (ISIL).

"However coincidental, we have no desire to share a name with this group and our hearts go out to those affected by their continued violence," Chief Executive Michael Abbott said in a statement.

"Our search for a new name has been rooted in our founding vision: to use the power of the mobile phone to help consumers find a safer and better way to shop, pay and save. But we also wanted a name and visual identity that had the power, flexibility and simplicity to define our category."

According to the company's website the rebranding will be completed in a few weeks.

The service allows its customers to load card payment information to a smartphone, which can then be swiped at a merchant's terminal.

Source: AFP via I-Net Bridge