Berkeley Center for Law & Technology

Chris Hoofnagle

Moderator

Webcast viewers: send your questions to chris@law.berkeley.edu or tweet w/ #mobilepay
*Potential* benefits

Initial RFID claims:
Tech was invulnerable to hackers
Walk-through checkouts

How to address these problems?
Rename the technology: “near-field communications”
With lock-in, digital products may increase in price

2 E-Books Cost More Than Amazon Hardcovers

By JULIE BOSMAN
Published: October 4, 2010

Readers of e-books may not be able to turn paper pages, lend their copies to friends or file them away on living room bookshelves. But they do have the comfort of knowing that they paid less for them than for hardcovers.

Unless they bought “Fall of Giants” by Ken Follett, which was published by Dutton, an imprint of Penguin Group USA, last week. On Amazon.com, the price for the e-book was $19.99; the hardcover edition was $19.39.


Customers, unaccustomed to seeing a digital edition more expensive than the hardcover, howled at the price discrepancy, and promptly voiced their outrage with

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WARNING!!

Once you're inside....
You are locked in.

Problem has been reported.
Marriage of two lock-in experts
STEP 1  Choose an offer

- BEST DEAL! 141 issues (three years) of The New Yorker for just $99.95
- 94 issues (two years) of The New Yorker for just $69.95
- 47 issues (one year) of The New Yorker for just $39.95

* Plus applicable sales tax

These include the elements of the Condé Nast (the publisher of The New Yorker) Automatic Renewal Feature

Subscription plan

$26.00 ConsumerReports.org yearly
Get ConsumerReports.org with the convenience of automatic renewal. If you are 100% satisfied, do nothing and your subscription will continue uninterrupted. We will send you an email reminder before your subscription renews. By clicking submit you authorize us to charge the card you provide today annually at our current rate then in effect until you tell us to stop. Of course you can cancel at any time and get a refund of any unused months*. To modify your account or cancel, go to www.ConsumerReports.org, click on My Account and follow the instructions or call 1-866-923-1142. *Partial months will not be refunded.
Speed versus security
Evidence of picture ID & credit card not provided to victim

Last name misspelled; in first name field

Signature not consistent with victim's

You MUST have a state issued picture ID and a current charge card to apply.

First Name (please print)  M.I.  Last Name

Signature

Co-Applicant First Name (please print)  M.I.  Co-Applicant Last Name

Co-Applicant's Signature

Provide your e-mail address and receive

E-Mail Address (optional).