

# Apple Wallet vs. YourMobileKey

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Platform Comparison

**“Meet  
Your MobileKey**

**Experience  
your mobile key.”**

# Introduction

The Apple Wallet has been introduced as the new way to access hotel rooms. Apple's website says the following about it:

"You can add a hotel key to Wallet through the participating hotel provider's app, check in with that key so you can skip the lobby and unlock your room with your iPhone and Apple Watch. The card in Wallet is automatically archived after you check out, so your cards stay organized as you travel."

Competitors have Apple Wallet as the new way to unlock hotel room doors.

Through YourMobileKey, however, we have a much more comprehensive, simple and guest-friendly solution that can also be used by many more customers.

HOW IT WORKS

# Apple Wallet

The hotel room key is stored in the Apple Wallet and is available without having to unlock the phone. However, the phone must be held against/near the lock to open the lock via the NFC signal.

However, if someone finds the phone, it can thus be used to open the hotel room without having to unlock the phone! Even if the phone is empty, the phone can still be used as a key card for about 5 hours.

This data-on-card principle also means that (if the lock is used offline) an operation will have to be performed to block the mobile key.

HOW IT WORKS

# YourMobileKey

YourMobileKey uses IoT technology to make the lock "mobile" accessible. In this way we ensure that no technology is needed on the smartphone such as NFC or Bluetooth.

This means that there is also no need to download a corresponding app, but the keys can already be used from an e-mail, an SMS or a Whatsapp message. That can then also be combined with any information you as a hotelier want to make available to the guest.

# Market share

Smartphone OS market share  
and potential reach Apple Wallet

Country/continent	IoS	Android	YourMobileKey
Netherlands	43,7%	55,7%	100%
Europe	35,4%	64%	100%
North-America	54,4%	45,2%	100%
Worldwide	28,5%	70,75%	100%

This means that the potential reach of the Apple Wallet as a hotel room card in Europe is only 35.4% and globally only 28.5%

# Market share

Smartphone OS market share  
and potential reach Apple Wallet

Country/continent	IoS	Percent correct IoS version	Potential reach	YourMobileKey
Netherlands	43,7%	71,6%	31,3%	100%
Europe	35,4%	68,7%	24,3%	100%
North-America	54,4%	72%	39,2%	100%
Worldwide	28,5%	66,1%	18,8%	100%

# Devices options

## Apple Wallet

- ✓ iPhone XR
- ✓ iPhone XS
- ✓ iPhone 11 / 11 Pro / 11 Pro Max
- ✓ iPhone SE (2e gen.)
- ✓ iPhone 12 / 12 mini / 12 Pro / 12 Pro Max
- ✓ iPhone 13 / 13 mini / 13 Pro / 13 Pro Max
- ✗ iPhones older than iPhone XR
- ✗ Android

The affected iPhones must have IOS 14.8 or newer.

## Your MobileKey

- ✓ Any smartphone user, no matter what brand and type of smartphone

# Keys

## **Apple Wallet**



Keys can be used when smartphone is empty or turned off. Major security risk if phone is stolen.



Locking the key should be done through the lock. If this is an offline lock service a manual operation to be performed at the lock.

## **YourMobileKey**




The web app is used through the Internet browser and thus will not be readily accessible to anyone who does not know the access code/fingerprint or unlock pattern.




The key can be locked remotely and at the touch of a button, without having to do any operation on the lock.


# Technology

## **Apple Wallet**

 Future-proofing and longevity of NFC technology not yet known. Upgrades of NFC technology may require changes in the lock, and possibly obsolescence and adaptation will result in the technology always being applicable only in a certain set of smartphones.

 Apple Wallet can be used for a variety of applications, but within the hotel world it is only possible for room access.

## **YourMobileKey**

 IoT technology does not use special techniques on the smartphone. Update and future-proofing because only the Internet browser is used there. No security techniques required from the user himself are assumed.

 Through the YourMobileKey webapp it is possible to combine all kinds of IoT issues.

# Use (web) app

## Apple Wallet



After placing the key in the Apple Wallet, the hotel app is no longer used. Upsell opportunities pieces smaller.

## YourMobileKey



The webapp is simultaneously the room map, access key and your upsell channel. Every time the webapp is used, everything comes into view.



# Conclusion

- YourMobileKey by any smartphone user. Apple Wallet only with iPhone.
- YourMobileKey no app download. Apple Wallet does.
- YourMobileKey's web app cannot be accessed without an access code.
- Key of YourMobileKey quick to block. With Apple Wallet via the lock.
- The future of NFC technology at Apple Wallet is not yet known.
- Apple Wallet is only available at hotel room. YourMobileKey can be combined with all kinds of IoT things.
- With YourMobileKey, up-selling is easier. This is not the case with Apple Wallet.

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solution without any app download**

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