



Users of EMV Technology Invited to Participate in Annual Meeting

24 May 2011: EMVCo, the EMV® standards body jointly owned by American Express, JCB, MasterCard and Visa, has announced that its third annual EMV User Meeting will take place at the Mercure Hotel Amsterdam Ann de Amstel in Amsterdam, the Netherlands, on 28 and 29 June 2011. All users of the EMV Specifications are invited to attend the gathering and participate in technical discussions on the evolution of the global payments standard.

With over 1.2 billion EMV cards and 18.7 million EMV terminals active globally, the annual meeting is a unique opportunity for users of the EMV Specifications worldwide to engage with senior EMVCo representatives. As a technical standards body, the two-day gathering focuses on providing an update on EMV progress and will educate delegates on EMVCo's strategic vision to meet emerging market requirements.

This year's event will provide attendees with a global status of EMV adoption and the current work items of the body, as well as cover specific topics regarding EMVCo's technical roadmap and innovation within mobile and contactless payments.

Jim Lee, current chairman of the EMVCo Executive Committee, comments: "Migration to EMV is progressing at a significant pace with 40 percent of cards and 71 percent of terminals deployed within the global marketplace based on the technology. With an increasing number of stakeholders, it has become imperative that we come together in an open forum to share and consider opportunities for the future. This event is open to any organisation with an active interest in EMV technology, including merchants, vendors, consultants, payments systems, laboratories and regional associations, which want to broaden their access to EMVCo's technical development work while engaging in debates regarding its enhancement."

The EMV User Meeting is one element of EMVCo's engagement activities to encourage industry participation and promote greater transparency. Organisations wishing to have representation at the event must already participate in EMVCo's Associate Programme as an EMVCo Business Associate, EMVCo Technical Associate, or as a company website subscriber. Individual website subscribers are also eligible to attend. An early bird rate for all meeting registrations confirmed before 31 May 2011 is USD



\$249. After this date, the full meeting registration fee will be USD \$495. EMVCo Business Associates and EMVCo Technical Associates are entitled to complimentary meeting registration for one and three passes respectively.

Details regarding the EMV User Meeting – including the latest agenda and information regarding keynote speakers – and the EMVCo Associates Programme can be viewed at www.emvco.com.

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Notes to Editors:

®EMV is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo.

About EMVCo

EMVCo LLC was formed in February 1999 by Europay, MasterCard and Visa to manage, maintain and enhance the EMV®* Integrated Circuit Card Specifications for Payment Systems. With the acquisition of Europay by MasterCard in 2002, JCB joining the organisation in 2004 and American Express becoming its fourth member in 2009, EMVCo is currently operated by American Express, JCB, MasterCard and Visa.

EMVCo's primary role is to manage, maintain and enhance the EMV Integrated Circuit Card Specifications to ensure interoperability and acceptance of payment system integrated circuit cards on a worldwide basis.

EMVCo also maintains type approval processes for terminal compliance testing and Common Core Definitions (CCD) and Common Payment Application (CPA) card compliance testing. These testing processes ensure that a single terminal and card approval process is developed at a level that will allow cross payment system interoperability through compliance with the EMV specifications. Additional information can be found at www.emvco.com.