



EMVCo Publishes ‘A Guide to EMV’ as Adoption of the Payment Standard Continues to Increase

20 May 2011 – EMVCo, the EMV® standards body collectively owned by American Express, JCB, MasterCard and Visa, has launched a paper entitled ‘*A Guide to EMV*’ to provide an overview of the EMV Specifications, processes and the role of the technology within the context of the wider payments industry. The publication, which can be downloaded from www.emvco.com, coincides with the release of EMVCo’s latest deployment figures which state that 40 percent of total payment cards and 71 percent of terminals in circulation globally are based on the EMV standard.

The official EMV figures, which represent the latest statistics from American Express, JCB, MasterCard and Visa as reported by their member financial institutions globally, highlight the growing usage of EMV technology worldwide with 1.2 billion EMV cards in circulation and 18.7 million terminals based on the EMV standard.

As adoption rates continue to increase worldwide, *A Guide to EMV* is aimed at the growing number of industry stakeholders that would like to enhance their understanding of EMV technology, its market-driven evolution to become a sustainable global payments standard and future advancements within the mobile payment landscape. The document details EMVCo’s collaboration with other industry bodies – including the International Organisation of Standardisation (ISO) and the Payment Card Industry Security Standards Council (PCI) – as well as clarifies the boundaries of responsibility between EMVCo and its payment system member-owners.

Of particular interest to parties migrating to EMV, the guide provides implementation considerations for issuers, acquirers and merchants and a glossary of terms. It also offers an insight into the technology requirements defined by EMVCo and its ongoing maintenance efforts to achieve long-term interoperability and sustainability through the delivery of its compliance programme.

Mr Jim Lee, current chairman of the EMVCo Executive Committee, comments: “EMV is designed to significantly improve the security of consumer card payments by providing features that reduce fraudulent transactions from counterfeit and lost and stolen cards. This represents a considerable cost saving to all participants of the payments industry and as the latest figures show, continues to drive migration to EMV standards. Adoption of the technology has increased the number of EMV stakeholders and we therefore felt



it was important to provide clear and unambiguous material that would enhance and clarify understanding of why EMV was developed, how it works and the responsibilities of different parties operating within this ecosystem.”

To support the growing adoption of EMV standards, EMVCo also offers the EMVCo Associates Programme to encourage all EMV stakeholders to play a more active role in guiding the organisation’s strategic and technical direction. The participation framework creates opportunities for interested organisations, including payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks and their representative associations, to provide input into the enhancement of existing and creation of future EMV Specifications for payment technologies. To find out more visit www.emvco.com.

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Notes to Editors:

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

EMV Deployment Figures – Full details can be viewed at www.emvco.com / images available on request.

Worldwide EMV Deployment and Adoption*

Region	EMV Cards	Adoption Rate	EMV Terminals	Adoption Rate
Canada, Latin America, and the Caribbean	207,715,356	31.2%	3,900,000	76.5%
Asia Pacific	336,602,681	27.9%	3,480,000	43.0%
Africa & the Middle East	23,003,747	17.6%	345,000	60.7%
Europe Zone 1	645,472,323	73.9%	10,500,000	89.0%
Europe Zone 2	27,516,286	12.7%	513,600	65.4%
United States†				
TOTALS	1,240,310,393	40.1%	18,738,600	71.1%

* Figures reported in Q1 2011 and represent the latest statistics from American Express, JCB, MasterCard and Visa, as reported by their member financial institutions globally.

† Figures do not include data from the United States.

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.