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EMVCo and Smart Card Alliance Launch Webinar Series to Update EMV Audiences on Payment Specification and Tokenisation Activities

14 September 2015 – EMVCo and the Smart Card Alliance are launching a two-part webinar series in Q4 2015, titled ‘The Evolution of Payment Specifications and Tokenisation’. The webinars will detail the evolution of the U.S payments market and highlight the value of specifications and interoperability within this complex ecosystem. Participants will be educated on the role EMVCo plays in advancing the worldwide interoperability and acceptance of secure payment transactions. An overview of EMVCo’s current technical priorities, including payment tokenisation, will also be provided.

All EMV® stakeholders are invited to register for the free-to-attend webinars, including employees of banks, payment systems, merchants, processors, networks and solution providers.

The [first webinar](#), which will be held at 1.00pm ET on Thursday 1 October, will explore progress made by the U.S. market in adopting EMV chip payments, contactless mobile payments and payment tokenisation, based on global specifications. Participants will learn that over the past decade, EMVCo’s scope has evolved from the original EMV Chip Specification to now include card and terminal type approval, interoperability, contactless, mobile, next generation and more recently, the specifications for payment tokenisation and 3D Secure 2.0. Attendees will receive insight into EMVCo’s work efforts in each of these areas, together with an overview of EMV chip technology features and benefits.

The [second session](#), which will take place at 1.00pm ET on Wednesday 11 November, will offer a deep dive into payment tokenisation. The Smart Card Alliance will introduce its white *paper* ‘[Technologies for Payment Fraud Prevention: EMV, Encryption and Tokenization](#)’, which provides an overview of tokenisation technology and explains how it is utilised to secure the payments infrastructure. Following this, EMVCo will provide an insight into its current payment tokenisation activities and priorities, together with an outline of intended next steps.

Jack Pan, EMVCo Board of Managers Chair, comments: “As the number of global EMV stakeholders continues to grow, EMVCo recognises its responsibility to work closely with the payments market to increase awareness of, and engagement in, our activities. Earlier this year EMVCo announced



seminars designed to educate and inform regional audiences on the EMV topics most relevant to them. Our webinar series with the Smart Card Alliance is an extension of this initiative and provides an additional platform for us to establish a dialogue with the industry.

“With 2015 being such a significant year for the US payments market, the time is right for increased outreach and education on EMV within this market. The Alliance has proved to be an invaluable partner to support this exercise, thanks to its focus on US activities and strong member engagement from this region.”

Randy Vanderhoof, Executive Director of the Smart Card Alliance, adds: “The Smart Card Alliance has always placed value on open, interoperable standards as a basis for expanded adoption of secure payments applications. This webinar series will educate attendees on how EMVCo can be a resource to U.S. stakeholders that want to implement innovative payment solutions with contact and contactless cards and mobile devices while maintaining global interoperability with our international neighbors.”

The first webinar instalment on 1 October will be delivered by Brian Byrne, EMVCo Director of Operations and Randy Vanderhoof, Smart Card Alliance Executive Director. The second session on 11 November will feature Clinton Allen, EMVCo’s Tokenisation Working Group Chair and Randy Vanderhoof. Both webinars will take place at 1.00pm Eastern Time. To register for one or both of the sessions, please visit <https://attendee.gotowebinar.com/register/9008007764697218561> and <https://attendee.gotowebinar.com/register/7479164334065672193>.

To find out more about the work of EMVCo or the Smart Card Alliance, please visit the respective websites www.emvco.com www.smartcardalliance.org.

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Notes to Editors:

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

About EMVCo:

EMVCo is the global technical body that facilitates the worldwide interoperability and acceptance of secure payment transactions by managing and evolving the EMV Specifications and related testing processes. Adoption of EMV Specifications and associated approval and certification processes promotes a unified international payments framework, which supports an advancing range of payment methods, technologies and acceptance environments. The specifications are designed to be flexible and can be adapted regionally to



meet national payment requirements and accommodate local regulations.

EMVCo is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa, and focuses on the technical advancement of the EMV Specifications. To provide all payment stakeholders with a platform to engage in its strategic and technical direction, EMVCo operates an [Associates Programme](#) and encourages all interested parties to get involved.

Visit www.emvco.com for further information and join EMVCo on [LinkedIn](#).

About the Smart Card Alliance:

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology.

Through specific projects such as education programs, market research, advocacy, industry relations and open forums, the Alliance keeps its members connected to industry leaders and innovative thought. The Alliance is the single industry voice for smart cards, leading industry discussion on the impact and value of smart cards in the U.S. and Latin America. For more information please visit <http://www.smartcardalliance.org>.