

FINAL

EMVCo to Hold Annual EMV User Meeting in Seattle, USA

Global technical body's annual meeting provides an update and clarification on its expanding role in the payments industry

4 March 2015 – EMVCo, the global technical body that manages the EMV® Specifications, has announced that its seventh annual EMV User Meeting will be held in Seattle, USA on 30 June and 1 July 2015. The meeting, which takes place at the Hotel Monaco, provides a platform for payment industry stakeholders to gain insight into the current work priorities of EMVCo, as well as directly engage with the technical body's subject matter experts.

EMVCo – which is collectively owned by American Express, Discover, JCB, MasterCard, UnionPay and Visa – invites all users of the EMV Specifications to attend the meeting to receive the latest insight into its mission, structure and current technical activities. The two-day event will be of interest to payment card issuers, acquirers, merchants, processors, card and terminal vendors, networks, and their respective associations.

In the year that EMV chip technology will be adopted in the USA, the 2015 agenda will address the advancement of the technology and the role of EMVCo in the payments industry. Additionally, attending delegates will receive insight into the progress being made by EMVCo's Terminal Integration Task Force, which is working to produce a more streamlined and consistent approach to terminal integration testing across the payment brands. Agenda time will also be given to the technical body's tokenisation and mobile-related activities, including an overview of its contribution into new mobile device payment topics such as host card emulation (HCE) and consumer device cardholder verification methods (CD CVM).

EMVCo's [recent scope expansion](#) to advance the EMV 3D Secure Specification v2.0 (3DS 2.0), the online authentication protocol to support new and emerging technologies in the remote payment environment, will also be discussed.

“As EMVCo facilitates the worldwide interoperability and acceptance of secure payment transactions, it is crucial that it continues to evolve and expand its activities to align with the changing needs of the payments community,” comments Sean Conroy, Chair of the EMVCo Board of Managers. “By bringing engaged industry participants together, we not only have an opportunity to

offer insight into our current work programme, but also better understand the future visions and challenges that need to be addressed through progress updates and networking.”

Conroy highlights that the location of the event – which is on a global rotation – is well timed as the USA works towards implementing EMV chip technology. He adds: “It is the perfect time to host our User Meeting in North America as delegates will receive an insight into EMV chip progress as well as other areas in which EMVCo supports the payments community.”

The EMV User Meeting is one of a number of initiatives driven by EMVCo to increase industry engagement in the ongoing development of EMV Specifications. Organisations wishing to attend the event must already participate in EMVCo’s Associates Programme as an EMVCo Business Associate, EMVCo Technical Associate, or as a Subscriber. An early bird rate for all meeting registrations confirmed before 15 May 2015 is USD \$249. After this date, the 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. For interested parties that are not currently involved as an EMVCo Associate or Subscriber, a special one-off fee is available of USD \$999 to attend the event and receive individual EMVCo Website Subscriber status.

To register for the EMVCo User Meeting and for further details on the EMVCo Associates Programme, please visit 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 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](#).