



EMV STANDARDS BODY TO HOST FIRST ANNUAL EMV USER MEETING IN 2009:

Users of EMV Technology Invited to Participate in Discussions on the Evolution of Global Payments

5 May, 2009: EMVCo, the EMV standards body jointly owned by American Express, JCB, MasterCard and Visa, has announced that it will host an inaugural EMV User Meeting, which will bring together senior EMVCo representatives and EMV users, on 30 June-1 July 2009, at the Sheraton Arabellapark in Munich, Germany. Users of the EMV Specifications from across the world are invited to attend the meeting, and participate in technical discussions on the development of the EMV standard for future contact, contactless and mobile payments.

Throughout the meeting, EMVCo representatives will deliver presentations to educate participants on the organisation's technical activities and strategic vision to extend the EMV Specifications to address new markets and technologies. Roundtable discussions will follow, enabling delegates to provide valuable 'grass roots' feedback to the standards body on its current activities and future direction relative to market requirements. In line with EMVCo's role as a technical standards body, the meeting is intended as an interactive forum on technical EMV issues and developments. EMV business models, marketing and sales strategies will not feature on the agenda.

Two keynote speakers have been invited to deliver presentations at the EMV User Meeting:

- **Claude Brun, Vice Chair of the European Payments Council**, will address the implementation of the SEPA initiative for payment cards based on EMV technology.
- **Dr. Nav Bains, Senior Director of the GSMA Pay-Buy-Mobile Project**, will discuss the importance of cross-industry collaboration to enable and grow mobile payments infrastructure.

Tad Fordyce, Chairman of the EMVCo Executive Committee, comments: "EMVCo has a strong history of engaging with stakeholders in its standards development work. This meeting, where interested parties can interact in person with EMVCo representatives, is intended to build on that and to encourage participation from the global payments industry in the work of the standards body as it evolves the EMV Specifications to address contactless and mobile payments technology. A regular dialogue between EMVCo and industry representatives, such as merchants, vendors, consultants, payment systems,



laboratories and regional associations, is vital to ensure that future standardisation efforts are reflective of the needs of the global payments community.”

EMVCo launched a subscriber programme in February 2009 at www.emvco.com/subscriber to broaden industry participation in the development work of the organisation and promote greater transparency regarding EMVCo activities. For an annual subscription fee of \$750 per user, the programme allows EMV stakeholders to access advance information regarding revisions to EMV Specifications and to comment on draft documents. Subscribers are also able to make direct contact with EMVCo to solicit feedback or guidance in respect of technical issues.

The EMV User Meeting has been launched in conjunction with the subscriber programme and as such individuals wishing to attend the meeting must first become an EMVCo subscriber. An early bird rate - \$249 – will be applied to all meeting registrations confirmed before 31 May 2009. After this date, the full meeting registration fee - \$495- will be applied.

Further details on registering for the EMV User Meeting can be found at www.emvco.com/munich.

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Notes to Editors:

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.