

EMVCo Creates QR Payment Mark to Help Promote Worldwide Acceptance and Interoperability of EMV® QR Code Payments

21 May 2018 – EMVCo, the global technical body that manages the EMV® Specifications, has created a QR Payment Mark to promote global interoperability across EMV QR Code payments. EMVCo has developed reproduction requirements and a free licensing structure to enable all implementers of EMV QR Code solutions to use the mark.

QR Codes are two-dimensional machine-readable barcodes, increasingly used to facilitate mobile payments at the point-of-sale. In 2017, EMVCo published the [EMV® QR Code Specifications](#) to address two prevalent QR Code payment use-cases:

- **Consumer-presented** – the consumer displays the QR Code on their mobile device and the merchant uses an optical scanner to read the code.
- **Merchant-presented** – the merchant displays the QR Code and the consumer uses their mobile device to scan the code.

The QR Payment Mark may be used to inform consumers that a merchant accepts EMV QR Code payment solutions. Supplemental messaging to consumers will confirm whether merchant-presented transactions, consumer-presented transactions, or both, are supported. The QR Payment Mark may also be used as an application indicator on a consumer mobile device when initiating a consumer-presented transaction. A royalty-free trademark license agreement and reproduction requirements are available in [EMVCo's Trademark Centre](#).

“As momentum builds for leveraging emerging technologies, EMVCo is committed to facilitating worldwide acceptance and interoperability for EMV QR Code payments,” comments Jack Pan, EMVCo Executive Committee Chair. “The development of a uniform, recognisable QR Payment Mark that can be used on a royalty-free basis is an important step towards providing a universally consistent experience for both merchants and consumers.”

To stay informed of the latest EMVCo developments and receive advanced access to EMV Specifications and related documents, join the [EMVCo Associates Programme](#) or become a [Subscriber](#).

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Notes:

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC. QR Code is a registered trademark of DENSO WAVE.

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. EMV is a technology toolbox that enables globally interoperable secure payments across face-to-face and remote environments. 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 available royalty free, 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](#).