

EMV IS COMING SOONER THAN YOU THINK...  
**WILL YOU BE READY?**



#### WHAT IS EMV?



EMV stands for EuroPay, Mastercard, Visa. EMV cards are also commonly referred to as Chip Cards or Smart Cards. EMV cards are embedded with a chip that is encrypted with data. When used with an EMV-enabled device, the card is instantly identified as an authentic card.

#### WHAT ARE THE ADVANTAGES?



The most significant advantage to utilizing EMV cards is the reduction in card fraud resulting from counterfeit, lost or stolen cards. EMV adoption is fast approaching in the US and it has been widely embraced globally. As time passes, more EMV cards will be issued and EMV transactions will eventually replace traditional swipe transactions.

#### LIABILITY SHIFT COMING



By October 2015, liability will shift to the merchant for fraudulent transactions if the merchant does not have an EMV-enabled POS device. As the majority of the world has already adopted EMV, the opportunity in the US for fraudulent magnetic stripe transactions is higher than ever before.