

PAYMENT CHANGES ARE COMING



DON'T RISK FRAUD LIABILITY SHIFTING TO YOUR BUSINESS

EMV is the global card standard for chip cards. Major payment networks such as, Visa, MasterCard, American Express, Pulse, Maestro and Interlink have made significant announcements regarding compliance and incentives regarding EMV contact and contactless acceptance.

VeriFone is the global leader in secure electronic payment solutions. US compliance changes are coming quickly. EMV, contactless, and NFC are new technologies that will be here before you know it. Merchants will be held responsible for duplicate card fraud if an EMV-capable POS device is not used, according to upcoming EMV liability shift statements from the payment networks.

LEARN THE FACTS

Don't lose business by not being able to accept EMV cards or NFC for payment. Consumers demand to pay the way they want to pay; not only what a merchant can accept. Large merchants are accepting these forms of payment so smaller merchants need to also! Don't be at a competitive disadvantage.

DATES FOR INCENTIVES

Visa, MasterCard, American Express and Discover have put in place incentives for merchants, acquirers, service providers and issuers for compliance of EMV contact and contactless cards. These incentives start in April 2013 and extend through to October 2017 for pay-at-the-pump at gas stations. Retail and restaurant merchant incentives start in 2015.

THE PERFECT PAIR

VeriFone offers the most complete selection of EMV capable & NFC ready solutions to the market today. For more information, contact your merchant services provider.



 **Allegiance**
MERCHANT SERVICES
www.allegiancems.com
info@allegiancems.com
704-315-5775