



Welcome to the **February** edition of ACT News. This complimentary service is provided by ACT Canada; "building an informed marketplace". Please feel free to forward this to your colleagues.

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## **ACT Canada Partners**

### **ACCEO** - *Payment Solutions Partner*

Tender Retail presents Payment Landscape 2014, sponsored by ACCEO Solutions and Visa. Come and join industry experts as they explore developments in mobile solutions, preparations for EMV, the evolution of payment solutions and technologies, and much more! April 10-11, 2014, Aria Resort & Casino, Las Vegas.

### **GIESECKE & DEVRIENT** - *NFC / Mobile Solutions Partner*

Giesecke & Devrient has introduced a comprehensive mobile wallet solution for NFC services and beyond, bringing all the functions of an electronic wallet onto a common platform. Now you can access your mobile services anytime, anywhere: at work or home, while travelling or for shopping. Visit [http://www.gide.com/can/en/trends\\_and\\_insights/tsm\\_for\\_nfc/\\_wallet/\\_wallet.jsp](http://www.gide.com/can/en/trends_and_insights/tsm_for_nfc/_wallet/_wallet.jsp).

### **INTERAC** - *Payment Network Partner*

Interac Association is a recognized world leader in debit card services. Interac Association is responsible for the development and operations of the *Interac* network, a national payment network that allows Canadians to access their money through *Interac* Cash at 60,000 Automated Banking Machines and *Interac*Debit at 766,000 point-of-sale terminals across Canada. *Interac* Flash, a secure contactless enhancement of *Interac* Debit allows Canadians to pay for items instantly with their *Interac* chip debit card at a reader that supports *Interac* Flash.

### **PAYMENTS BUSINESS** – *Media Partner*

## **New and Renewing Members**

### **Principal Members**

Bank of Montreal ~ new member

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### **General Members**

Consult Hyperion ~ member since 2013

FIME sa ~ member since 2006

NBS Technologies Inc. ~ member since 2008

Oberthur Technologies ~ member since 2005

Pioneer Energy L.P. ~ new member



## Career Opportunities

### Looking for good people?

There is a lot of movement in the market, so if you are looking for new employees, we are always aware of some great people. Please contact ACT Canada for more details – [postings@actcda.com](mailto:postings@actcda.com)

## Calendar Of Events

### Connect:ID

March 17 - 19, 2014

Washington, DC

<http://www.connectidexpo.cim>

### Cartes America

May 13-15, 2014

Las Vegas, NV

<http://www.cartes-northamerica.com>

### Mobile Payment Workshop, presented by ACT Canada and Payments Business

March 20, 2014

Toronto, ON

<http://paymentsbusiness.ca/mobileworkshop.htm>

### 2014 CNP Expo

May 19-22, 2014

Orlando, FL

<http://cardnotpresent.com/cnpexpo/>

### Cardware 2014, presented by ACT Canada

June 17-18, 2014

Marriott Gateway on the Falls

Niagara Falls, ON, Canada

<http://www.actcda.com/cardware>

*Online registration is now open!*

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## Articles

### 1. EDITORIAL COMMENT – OLYMPIANS AND YOU

*Source: Catherine Johnston, President & CEO, ACT Canada (02/26)*

Olympians and You. My guess is that you were too busy to watch as much of the games as you would have liked. I caught the closing ceremonies and as I watched the recap of various events I wondered, "What is the job that athletes do?" We all know what the job is once an athlete turns professional, but what is their job as an amateur? We admire and respect these Olympians. We are inspired by their dedication and courage, but those are all results of a job that I don't understand. Now, your job, I do understand. If you are reading this, I can reasonably assume that you do something related to secure payment or identity. Your job helps make people safe. Let's take that one step further. You also protect



all the people that care about them from having to watch their friends and family go through bad experiences. Let's expand the circle one more time. All the people who help you get through your day, whether it is by driving the GO train that gets you to work, or fixing your computer issues, all those people contribute to your ability to do an important job.

You don't get to do your job in front of millions of viewers or stand on a podium when you do it well, but your job is very important. You influence the lives of millions of people around the world. You are important, so go for the gold – every day!

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## 2. CIBC AND TELUS LAUNCH MOBILE PAYMENTS

*Source: Canada Newswire (02/04)*

CIBC and TELUS announced the launch of the CIBC Mobile Payment App to TELUS mobile devices with Near-Field Communications (NFC) capability, allowing more Canadians to have access to mobile payments. This announcement builds on CIBC's leading presence in the mobile payments market among Canadian banks, and on TELUS' commitment to putting customers first by offering a convenient and secure form of payment using mobile technology. Beginning today, TELUS customers using the app and a CIBC credit card account will be able to make mobile payments at many of the most popular retailers in Canada including coffee shops and grocery stores. "We are excited to be working with TELUS to put the convenience of mobile payments into the hands of more Canadians and build on our industry-leading mobile payments offer," said Todd Roberts, Senior Vice-President, Payments Strategy and Innovation, CIBC. "Our clients have embraced mobile technology as part of their banking experience, and we believe 2014 will be a year of significant growth for mobile payments as more Canadians start reaching for their phone instead of their wallet at the checkout counter."

Delivering mobile payments to customers positions both CIBC and TELUS to meet the strong demand for this service today, while also establishing a strong foundation to adapt to future developments in the market for mobile payments and wallets. CIBC credit card clients using the following devices on the TELUS network will be able to download the CIBC Mobile Payment App from Google Play beginning later today:

- Samsung Galaxy S4
- Samsung Galaxy SIII
- Samsung Galaxy Note II
- HTC One

Users of the following BlackBerry devices on the TELUS network will have access to the CIBC Mobile Payment App later this month:



- BlackBerry Z10
- BlackBerry Q10
- BlackBerry Bold 9900

### Mobile Payments are widely accepted

Credit card payments using the CIBC Mobile Payment App are already accepted at thousands of the most popular retailers in Canada for purchases under \$50, using the same technology Canadians use today for contactless credit card payments. "Right from day one when we launched our first of its kind mobile payment app, we heard from clients about how convenient it is, and about the positive reactions from their friends and family when they've paid at the checkout counter with their phone," added Mr. Roberts. "That's why we are excited about today's announcement with TELUS, which represents a significant expansion in the mobile payments market and brings this service to more Canadians in 2014."

*CIBC is a member of ACT Canada; please visit [www.cibc.com](http://www.cibc.com).*

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### **3. 13 MILLION SOCIAL MEDIA CONVERSATIONS SHOW WHAT CONSUMERS THINK ABOUT MOBILE PAYMENTS**

*Source: MasterCard (02/25)*

MasterCard and PRIME Research released the second annual global MasterCard Mobile Payments Study, which tracked more than 13 million social media comments across Twitter, Facebook, online blogs and forums around the world. The study shows improved sentiment toward mobile payments and rapid growth in consumer use and merchant acceptance. Merchants carry an 88 percent positive rating with many touting mobile acceptance as a competitive advantage. As consumers increasingly turn to mobile options, merchants reluctant to accept these payments may find themselves at a disadvantage. The research points to 2013 as the year mobile payments transitioned from "concept to adoption." "Adopters," or those who have used mobile payments, drove 81 percent of conversations in 2013. This finding is a reversal from 2012 when only 32 percent of those discussing mobile payments had used a product. While security concerns around mobile payments still exist, the study demonstrates that consumers and merchants have moved from "why use mobile payments?" to "which mobile payment option should be used?" In fact, 2014 may be the year when long-term mobile brand and shopping allegiances are formed, which means those considering mobile payments may be well served by getting on board.

### Consumers adopt mobile payment solutions

Adoption In, Confusion Out: Confusion over mobile payment options found in the 2012 study has been replaced by discussions focusing on the quality and



staying power of various products. The research shows consumers have moved from questioning whether to use mobile payments (the third most discussed topic in 2012) to deciding which mobile payments option to use (the second most discussed topic in 2013).

**Significant Conversation Changes:** Adopters now drive most of the conversation (81 percent). Non-Adopters drove 68 percent of the conversations in 2012. This indicates that consumers have shifted from discussing mobile payments to trying out various options.

**More Positive Conversations:** Sentiment towards mobile payments improved significantly among Adopters (74 percent in 2013, 58 percent in 2012). Non-adopters remained positive (79 percent in 2013, 76 percent in 2012). This demonstrates that the user experience, technical quality and acceptance network are improving for consumers.

**Experience Improving but More can be Done:** Consumer sentiment towards the transaction experience improved (63 percent in 2013 from 34 percent in 2012). The experience, however, still remains an opportunity for improvement as it ranks as high as a frustration point for users.

### Momentum for merchants

**Acceptance Matters:** Merchant acceptance is the most visible topic, generating 15 percent of the total conversation and 48 percent of merchant conversation specifically. The research shows that both consumers and merchants are supportive of mobile payments (86 percent), which will likely lead to more merchant adoption in 2014. In fact, merchant availability went from a barrier to entry for non-adopters in 2012 to the most often discussed positive topic overall in 2013.

**Merchant Engagement:** Merchants account for 22 percent of conversations and carry an 88 percent positive sentiment rate. The research found nearly 90 percent of merchant conversations are driven by those who have implemented mobile solutions. Non-Adopting merchants are predominantly turning to social media to seek mobile payments advice from other merchants.

**Convenient Solution:** Merchants accepting mobile payments tout convenience as a key driver with a 97 percent positive/neutral rating. The research indicates merchants are discussing the benefits of mobile payments for both themselves and consumers, in many cases as a differentiator for their business.



### More security information is needed

Confusion over Security: Consumer education efforts will be critical to the success and adoption of mobile payments. Questions about security led to a negative rating of 66 percent.

Opportunity for Education: Despite robust security, confusion exists on how mobile technology will affect processes to reverse fraudulent and unauthorized charges. Consumers using MasterCard for mobile payments are protected from fraudulent purchases through MasterCard's zero liability policy.

### MasterCard Mobile Payments Powered by MasterPass

MasterPass, MasterCard's digital service, simplifies purchases made from connected devices including PCs, tablets and smartphones. Consumers can conveniently and securely store MasterCard and other branded credit, debit and prepaid card information – including products from Visa, American Express, Discover and others – address books and more. This simplifies the process of completing a transaction from any connected device, particularly those with smaller screens. MasterPass is accepted by more than 30,000 merchants including J. Crew, Brooks Brothers, Orvis, Live Nation-Ticketmaster and Singapore Airlines. It is available in Australia, Canada, Italy, United Kingdom and United States, and, in the near future, will expand to Belgium, Brazil, China, France, Italy, Israel, Netherlands, Singapore and Spain among others.

*MasterCard is an ACT Canada member & Cardware Sponsor; please visit [www.mastercard.ca](http://www.mastercard.ca).*

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## **4. SECUREKEY CHOSEN BY ROYAL CANADIAN MINT TO AUTHENTICATE MINTCHIP DIGITAL CURRENCY CONSUMERS**

*Source: SecureKey (02/20)*

SecureKey announced that its briidge.net Connect Platform has been chosen by the Royal Canadian Mint to provide device-based multi-factor user authentication for its new MintChip cloud-based digital currency. The briidge.net Connect Mobile SDK built into the MintChip consumer mobile app, combined with the briidge.net Connect service, will enable consumers to make cash-like MintChip payments using their smartphones and other mobile devices more conveniently and securely than current contactless payment card transactions. "SecureKey offered us a robust, multi-platform solution that delivers a very high level of device security while providing MintChip consumers with a convenient, familiar payment experience," said Marc Brule, chief emerging payments officer at the Royal Canadian Mint. "SecureKey's experience in providing strong, unobtrusive local device authentication was another key factor in our decision. We look forward to





working with SecureKey to help ensure the success of the next pilot phase of our MintChip digital currency.” The bridge.net Connect Mobile SDK embedded in the mobile app allows the MintChip system to positively identify the mobile device connecting to the consumer cloud account through a unique device ID. Prior to a payment transaction, the software authenticates the user by their 4-digit QuickCode PIN. This QuickCode is like a debit or credit card PIN, but instead of being limited for use with just one card, the QuickCode can be easily extended across the user’s preferred devices for added convenience. The bridge.net Connect service is easily adaptable to all forms of existing and emerging hardware-based security and can be applied to laptops, desktop PCs, mobile devices and even wearables to support payment of purchases made online and in-store.

“We are excited to be supporting the Royal Canadian Mint on this innovative digital currency initiative. It offers an excellent example of how our bridge.net Connect service can make the benefits of strong, multi-factor authentication available in an extremely friendly way for consumer-facing mobile apps,” said Charles Walton, CEO at SecureKey. “Instead of confronting the complexity of keys, certificates and other inconveniences, MintChip consumers will simply enter their QuickCode PIN on their mobile device to authenticate to their MintChip cloud account.” Developed by the Royal Canadian Mint, MintChip is a secure protocol for holding and transferring digital value. MintChip has many of the attributes of real cash: its transactions are instant, irrevocable, easy and inexpensive for both consumers and retailers. And unlike other digital currencies, MintChip value is denominated in Canadian dollars. The MintChip technology can be also easily adapted for use with any recognized national currency. SecureKey bridge.net Connect is a cloud-based multi-factor authentication service platform providing the strongest level of security available today, while delivering a simple user experience. Through the bridge.net Connect Mobile SDK for mobile applications, users can enroll their devices with the bridge.net Connect service as strong “what you have” factors for authentication. The platform is designed to support all in-market devices today, enabling strong security across all delivery channels.

*Royal Canadian Mint is an ACT Canada member & Cardware Sponsor; please visit [www.mint.ca](http://www.mint.ca). SecureKey is an ACT Canada member & Cardware Exchange Place Expert; please visit [www.securekey.com](http://www.securekey.com).*

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## **5. WHY CANADA JUST MIGHT BE THE FUTURE OF U.S. MOBILE PAYMENTS**

*Source: VentureBeat.com (02/04)*

In Canada, 75 percent of major retailers accept contactless payment. In the U.S., fewer than 2 percent of retailers do the same. “Canada is the most ready country in the world for mobile payments to take root,” Rogers Communications VP David Robinson said at the Wavefront Wireless Summit in Vancouver. “Ten percent of domestic transactions are contactless ... and that’s going up about 1



percent a month.” Today, contactless payments are almost exclusively the domain of chip-and-PIN cards tapped or air-kissed to contact-free terminals. Cards equipped with RFID chips identify themselves and authorize payment in a single tap, speeding checkout and significantly increasing per-sale purchases. But the ubiquity of contactless payment technology in Canada has paved the way for virtual wallet technologies that haven’t yet been able to take hold in the U.S. Which is exactly what Rogers is banking on — literally. A Canadian telco that offers mobile services, Rogers recently also became a bank as part of its quest to redefine mobile shopping. It’s launching Suretap, a mobile wallet that aims to be pretty much what your “leather platform wallet” is: a collection of all the ways you might want to pay, served up as you want them, when you want them. Suretap uses NFC to be immediately compatible with all contactless point-of-sale systems, but it also uses 1D and 2D barcodes to be compatible with non-NFC systems — and other mobile phones.

Which means that most modern smartphones, with the notable exception of Apple’s iPhone, are automatically compatible. It’s an interesting play — not least because Rogers will preload it on smartphones that it sells, or because it’s a platform that developers can hook into and build on top of via APIs — but it’s only possible because of major technology upgrades in Canada that have it ranked the second-leading national market in contactless payment, according to Juniper. That’s clearly a positive for Rogers — and the company plans to entice its existing subscribers to use Surepay via a compelling strategy: “Suretap will be preloaded with a prepaid MasterCard to encourage trial usage,” Robinson said. For card issuers like MasterCard and Visa, Suretap will be cheaper and faster. New cards can be provisioned at Internet speed — essentially real time with no need for manufacturing and mailing. Retailers will also see benefits, Robinson said, as they’ll be able to know who their clients are and be able to communicate with them via Suretap. And users will be able to manage all their payment processes digitally, including topping up pay-as-you-go cards, sending gift cards, and, presumably, managing allowances for kids.

As a digital payment solution, Suretap will have access and connectors to location data, identity, payments, loyalty programs, messaging, personal data, and offers and coupons. Security will be key — as will consumer awareness of what the solution can and can’t do — and an access code will protect users’ access to the app. The APIs and third-party developers are key to Rogers’ plans, says Robinson, who seems realistic about what a major corporation can and cannot do. “We’re a telco, we do big things well ... we do little things badly.” While Canada might be a good test market for mobile payments, the U.S. will get chip and PIN — and contactless payments — over time, Robinson said. That’ll happen for a variety of reasons, likely by 2015. Not least of the reasons, of course, is security: “A lot of the U.S. doesn’t support chip and pin yet ... although the CEO of Target is reconsidering that,” he said with a wry smile. A big question, however, is Apple. Apple’s iPhone famously does not support NFC, and although theoretically



Suretap could work via 1D or 2D barcodes — or, as Google Wallet does on iPhone, with a smart plastic card that morphs into whatever credit card you want to use — in practice a mobile wallet that actually handles real payments on Apple's platform that is not from Apple itself is likely to run into issues.

*Rogers is a member of ACT Canada; please visit [www.rogers.com](http://www.rogers.com). MasterCard is an ACT Canada member and Cardware Sponsor; please visit [www.mastercard.ca](http://www.mastercard.ca). Visa is an ACT Canada member & Cardware Sponsor; please visit [www.visa.ca](http://www.visa.ca).*

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## **6. BITCOIN EXCHANGE MT. GOX GOES DARK IN BLOW TO VIRTUAL CURRENCY**

*Source: Reuters, By Ruairidh Villar, Sophie Knight and Brett Wolf*

Mt. Gox, once the world's biggest bitcoin exchange, abruptly stopped trading on Tuesday and its chief executive said the business was at "a turning point," sparking concerns about the future of the unregulated virtual currency. Several other digital currency exchanges and prominent early-stage investors in bitcoin responded with forceful statements in an attempt to reassure investors of both bitcoin's viability and their own security protocols. The website of Mt. Gox suddenly went dark on Tuesday with no explanation, and the company's Tokyo office was empty - the only activity was outside, where a handful of protesters said they had lost money investing in the virtual currency. Hours later, Mt. Gox CEO Mark Karpeles told Reuters in an email: "We should have an official announcement ready soon-ish. We are currently at a turning point for the business. I can't tell much more for now as this also involves other parties." He did not elaborate on the details or give his location.

Bitcoin has gained increasing acceptance as a method of payment and has attracted a number of large venture capital investors. At a current price of about \$517, the total bitcoins in circulation are worth approximately \$6.4 billion. Investors deposit their bitcoins in digital wallets at specific exchanges, so the Mt. Gox shutdown is similar to a bank closing its doors - people cannot retrieve their funds. A document circulating on the Internet purporting to be a crisis plan for Mt. Gox, said more than 744,000 bitcoins were "missing due to malleability-related theft", and noted Mt. Gox had \$174 million in liabilities against \$32.75 million in assets. It was not possible to verify the document or the exchange's financial situation. If accurate, that would mean approximately 6 percent of the 12.4 million bitcoins minted would be considered missing. A statement on Bitcoin's website said, "In the event of recent news reports and the potential repercussions on MtGox's operations and the market, a decision was taken to close all transactions for the time being in order to protect the site and our users. We will be closely monitoring the situation and will react accordingly." The digital currency has caught the eye of



regulators concerned with consumer protections and bitcoin's use in money laundering.

Benjamin M. Lawsky, Superintendent of Financial Services for the State of New York, said in a statement, that while all of the facts surrounding Mt. Gox are "not yet clear, these developments underscore that smart, tailored regulation could play an important role in protecting consumers and the security of the money that they entrust to virtual currency firms." Lawsky said last month that he planned to issue rules for businesses handling virtual currencies.

### SECURITY QUESTIONS

Mt. Gox halted withdrawals earlier this month after it said it detected "unusual activity on its bitcoin wallets and performed investigations during the past weeks." The move pushed bitcoin prices down to their lowest level in nearly two months. Even with the halt on February 7, Mt. Gox still handled more transactions than any other in the past month. Over the last 30 days, Mt. Gox has handled more than one million bitcoin transactions denominated in dollars, or about 34 percent of activity, according to Bitcoincharts, which provides data and charts for the bitcoin network. Critics of the exchange, from rivals to burned investors, said the digital marketplace operator had long been lax over its security. Investors in bitcoin, who have endured a volatile ride in the value of the unregulated cyber-tender, said they still had faith in the currency despite the problems at Mt. Gox. "Mt. Gox is one of several exchanges, and their exit, while unfortunate, opens a door of opportunity," The Bitcoin Foundation, the digital currency's trade group, said in a statement. "This incident demonstrates the need for responsible individuals and members of the bitcoin community to lead in providing reliable services."

United Kingdom-based Bitstamp, the second-largest bitcoin exchange by volume, said on its website that it had done an audit of its systems and that it was not subject to the same kind of "malleability" that "was apparently exploited at Mt. Gox." Similarly, BTC-E, another exchange, assured investors that it has "no vulnerabilities during client transactions."

### "VERY ANGRY"

Bitcoin has been a roller-coaster of late, rising and falling dramatically, sometimes on an intraday basis, and its price varies greatly depending on the exchange. The program that runs the currency has been the target of hackers disrupting transactions recently. The Mt. Gox bitcoin, which traded at \$828.99 before February 7, when the exchange halted withdrawals, since plunged 83.7 percent to \$135. At Bitstamp, the price hit a low of \$400 on Tuesday, down 40 percent since February 7. It had recovered lately to \$517. Bitstamp has had more than 800,000 U.S. dollar transactions in the last 30 days, according to Bitcoincharts. In the last two days, Bitstamp has handled more volume than Mt. Gox. Mt. Gox was a founding member and one of the three elected industry



representatives on the board of the Bitcoin Foundation. A bitcoin exchange since 2010, Mt. Gox is a relatively old player, having grown quickly when there were few alternatives.

On Sunday Karpeles resigned from the Foundation's board. "I'm very angry," said Kolin Burges, a self-styled "crypto-currency trader" and former software engineer who came from London for answers after Mt. Gox did not tell him what happened to his bitcoins, which at one point were worth \$300,000. Six leading bitcoin exchanges - which allow users to trade bitcoins for U.S. dollars and other currencies - distanced themselves from Mt. Gox. "This tragic violation of the trust of users of Mt. Gox was the result of one company's actions and does not reflect the resilience or value of bitcoin and the digital currency industry," the companies - Coinbase, Kraken, Bitstamp, BTC China, Blockchain and Circle - said in the statement. "As with any new industry, there are certain bad actors that need to be weeded out, and that is what we're seeing today."

Venture capitalists, many of whom have invested in bitcoin and related services, jumped to bitcoin's defense.

Fred Wilson, a partner at Union Square Ventures and a backer of Coinbase, which allows consumers to easily buy and sell bitcoins with wallets directly connected to their bank accounts, wrote in a blog post that part of the maturation of a sector "will inevitably be failures, crashes, and other messes." "The wonderful thing about a globally distributed financial network is that if one of the nodes goes down, it doesn't take the system down," he wrote, adding that he had bought some bitcoin on Tuesday. "I always feel good buying when there is blood in the streets in any market." Marc Andreessen, whose venture capital firm has invested millions in bitcoin ventures, told CNBC that other exchanges are doing fine. In Boston, Kyle Powers and Chris Yim, co-founders of Liberty Teller, a company that operates a bitcoin automated teller machine, answered customers' questions at their kiosk in South Station Tuesday. Yim said he expects a price dip in bitcoin, but no long-term problems with the currency.

### TEETHING PROBLEMS

Virtual currency exchanges "stand to benefit from the Mt. Gox fallout," but there will be "increased expectations on the transparency and disclosures they need to make to customers," said Jaron Lukasiewicz, co-founder and chief executive of Coinsetter, a New York-based bitcoin exchange. Steve Hudak, spokesman for Treasury's anti-money laundering unit, the Financial Crimes Enforcement Network (FinCEN), said it is "aware of the reports regarding Mt. Gox" but had no additional comment. To date it is the only U.S. regulatory agency to have any oversight of Mt. Gox. Democratic Senator Tom Carper of Delaware, who chairs the Homeland Security and Governmental Affairs Committee, said in a statement that Mt. Gox "is a reminder of the damage potentially ill equipped and unregulated financial actors can wreak on unsuspecting consumers. U.S.



policymakers and regulators can and should learn from this incident to protect consumers." Karpeles himself, while insisting on his own exchange's reliability, has made no secret that bitcoin is, as he told Reuters last April, a "high-risk investment." "If you buy bitcoins, you should buy keeping in mind that the value could be zero the day after."

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## 7. TARGET ACCELERATES IMPLEMENTATION OF CHIP-ENABLED SMART CARD TECHNOLOGY TO PROTECT CONSUMERS FROM FRAUD

*Source: Target (02/04)*

Target Chief Financial Officer John Mulligan, in testimony before the Senate Committee on the Judiciary in Washington, D.C., announced today that the company will be accelerating its implementation of smart card technology designed to dramatically reduce the threat of credit and debit card fraud among guests shopping in its stores. Mulligan appeared on behalf of Target to discuss the company's response to the data breach, its efforts to protect its guests and its continued support of industry initiatives to strengthen data security. During his testimony, Mulligan said Target will equip its proprietary REDcards and all of its store card readers in the U.S. with chip-enabled smart-card technology by the first quarter of 2015, more than six months ahead of previous plans. The accelerated timing is part of a \$100 million effort to put in place chip-enabled technology in all of Target's nearly 1,800 U.S. stores.

"Updating payment card technology and strengthening protections for American consumers is a shared responsibility and requires a collective and coordinated response. On behalf of Target, I am committing that we will be an active part of that solution," Mulligan said. In 2012, Target became a founding and steering committee member of the EMV Migration Forum at the Smart Card Alliance, a cross-industry body whose goal is to facilitate the adoption and use of smart card technology. In Tuesday's hearing, Mulligan committed to working with the business community and other stakeholders to find effective solutions to the ongoing, pervasive challenge of cyber attacks. "To prevent this from happening, none of us can go it alone," Mulligan said. Chip-enabled smart cards contain a tiny microprocessor chip that encrypts the transaction data shared with sales terminals used by merchants. As a result, even if the card number is stolen in a data breach, the thieves cannot counterfeit the card. Similar technology already in use in the United Kingdom, Canada and Australia has drastically reduced the incidence of fraud for consumers at physical store locations.

"At Target, we take our responsibilities to our guests very seriously, and this attack has only strengthened our resolve," Mulligan said in his testimony. "We will learn from this incident and, as a result, we hope to make Target and our industry more secure for consumers in the future."



*Target is a member of ACT Canada; please visit [www.target.com](http://www.target.com).*

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## **8. BRICK & MORTAR TO BRICK & MOBILE: CANADIANS TO ENJOY MOBILE, PERSONALIZED IN-STORE SHOPPING EXPERIENCES WITH ROGERS MOBILE SHOPPER**

*Source: Rogers (02/04)*

Canadians are about to enjoy a more connected and personalized shopping experience. At the Wavefront Wireless Summits in Vancouver, Rogers announced Mobile Shopper, a machine-to-machine (M2M) solution that will enable customers to engage with brands in-store through mobile offers, applications and mobile payments technology all with their smartphone. RioCan, Canada's largest owner of shopping centres is the first to trial the Rogers Mobile Shopper solution in select Ontario-based shopping centres. "Access to real-time information and applications on mobile devices is changing how Canadians shop and make purchase decisions. Rogers Mobile Shopper gives Canadians a personal in-store shopping experience right to their smartphone," said Mansell Nelson, Vice-President, Advanced Business Solutions, Rogers. "For retailers, this connected solution allows them to deliver more value to customers, increase loyalty and drive revenue." The Mobile Shopper platform works by combining a wireless network connection with mobile applications to deliver relevant content - such as daily offers and promotions - to customers that choose to opt in to the service on their mobile device. Retailers gain insights with this data to help them drive in-store traffic and provide added value to customers. Today, RioCan is trialing Smart Wi-Fi, part of the Mobile Shopper solution that is helping improve the customer experience and their business. Mobile Shopper can help breathe new life into the Canadian retail experience by:

- Enabling customers to engage with their favourite retailers across multiple channels from social media to the web and the store;
- Ensuring customers get targeted and personalized offers, messages and information that are relevant to them;
- Offering an efficient transaction process with mobile point-of-sale solutions and tap-and-go technology.

"While we've only just scratched the surface with Mobile Shopper, the opportunities we see with this platform are exciting and have the potential to transform our business," said Lyle Goodis, Vice President of Corporate Marketing, RioCan. "The Smart Wi-Fi solution we offer today is a bonus for mall visitors, and allows us to gather critical insights to solve real business challenges. We now have a better understanding of customer traffic in areas of the mall and peak times of day, so we can design more relevant and personalized marketing and engagement activities."

*Rogers is a member of ACT Canada; please visit [www.rogers.com](http://www.rogers.com).*

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## 9. NFC GETS BOOST FROM VISA, MASTERCARD SUPPORT FOR HCE

*Source: Mobile Payments Today (02/19)*

Banks around the world have been applauding MasterCard and Visa's support for Host Card Emulation, or HCE. In November 2013, Android started supporting HCE in its KitKat 4.4 operating system. HCE allows NFC applications on Android devices to emulate smart cards and financial institutions to host payment accounts in a virtual cloud. Without HCE, NFC-based cards need to be stored in a secure element that is embedded in mobile phone SIM cards and controlled by mobile operators. "We introduced HCE to make it easier for developers to create NFC applications like mobile payments, loyalty programs, transit passes and other custom services," Benjamin Poiesz, Google Android Product Manager, said in a statement. On February 19, MasterCard announced that it will publish a specification that uses HCE for secure NFC payment transactions. MasterCard worked with Capital One on its initial HCE pilot, and with Spain's Banco Sabadell on a European pilot. It says additional HCE deployments are planned with other financial institutions during 2014. National Australia Bank, RBC Royal Bank of Canada and U.S. Bank are amongst the financial intuitions praising Visa's support of HCE. Visa announced on February 19 that it is making available a Visa payWave standard and a software development kit for cloud-based NFC payments.

*MasterCard, Royal Bank of Canada & Visa are members of ACT Canada. MasterCard and Visa are both sponsors of Cardware. For more information please visit [www.mastercard.ca](http://www.mastercard.ca); [www.rbc.com](http://www.rbc.com) and [www.visa.ca](http://www.visa.ca).*

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## 10. OBERTHUR TECHNOLOGIES ACHIEVES MASTERCARD AND VISA CERTIFICATIONS OF CANADA SERVICE CENTER

*Source: Oberthur Technologies (02/05)*

Oberthur Technologies (OT) announced the MasterCard and Visa certifications of its secure service center in Ontario, Canada. OT's Canada facility achieved full compliance with MasterCard and Visa requirements and is now authorized to perform chip personalization, card personalization, card embossing, card encoding and card mailing. OT's 15,000 square foot service center will personalize secure devices and documents including EMV and magnetic stripe cards, as well as SIM cards and identification credentials for customers throughout Canada. The newly certified service center in Canada compliments OT's service centers in Los Angeles, CA and Chantilly, VA as well as its EMV and magstripe card manufacturing site in Exton, PA. The company just invested in a multi-million dollar expansion of its L.A. and Chantilly facilities including state-of-the-art card personalization and fulfillment equipment with additional VHD and EMV capability. "OT has proven global ability to meet customer needs. The successful MasterCard and Visa certifications of our facility in Canada demonstrate our focus on meeting





the growing demand for card personalization, emerging payments, telecom and ID needs in this market,” said Martin Ferenczi, North America President at OT. “These certifications associated to the partnership with First Data strengthen our leading position in the North American market”.

*MasterCard, Oberthur & Visa are members of ACT Canada. MasterCard and Visa are both sponsors of Cardware. Oberthur is a Cardware Exchange Place Expert. For more information please visit [www.mastercard.ca](http://www.mastercard.ca); [www.oberthur.com](http://www.oberthur.com) and [www.visa.ca](http://www.visa.ca).*

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## **11. INGENICO DELIVERS ITS 5 MILLIONTH CONTACTLESS PAYMENT TERMINAL**

*Source: Ingenico (02/25)*

With the delivery of its 5 millionth contactless payment terminal, Ingenico (Euronext: FR0000125346 - ING), the world's leading provider of payment solutions, confirms its leading position in the deployment of contactless technology. The Ingenico group has been a pioneer in the development of this technology since the first certification of one of its terminals with MasterCard in 2004. Since then, Ingenico hasn't stopped delivering the most advanced technological solutions to its customers, financial institutions and retailers, and integrated contactless technology into its full range of terminals in 2009. In 2013, with more than 50% of delivered terminals equipped with this technology, Ingenico thus accelerated the deployment of contactless payment solutions across all geographies. In the fourth quarter of 2013, every 4 out of 5 terminals delivered by Ingenico to its retail market clients, were NFC-enabled/equipped with contactless technology.

*Ingenico is an ACT Canada member & Cardware Exchange Place Expert; please visit [www.ingenico.com](http://www.ingenico.com).*

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## **12. JASPER AND GIESECKE & DEVRIENT PARTNER TO DELIVER WORLD'S FIRST END-TO-END SOLUTION FOR GLOBAL SIM**

*Source: Giesecke & Devrient (02/24)*

Jasper Wireless, the leading connected devices platform powering the mobile Internet of Things, today announced a technical partnership with Giesecke & Devrient (G&D), a leading international technology provider specialising in payment, secure communication, and identity management, to deliver the world's first commercial end-to-end solution for Global SIM, enabling remote provisioning and managing of mobile operator credentials and policies for that single SIM anywhere in the world. The joint solution will enable enterprises to deliver their



connected devices worldwide by minimizing the complexity involved in working with multiple operators across disparate regions.

Jasper and G&D together provide an integrated solution to address the challenges that come with deploying connected devices across mobile operator borders, including provisioning and re-provisioning the SIM remotely and automating billing, reporting, support and operational management processes. The solution is based on the Jasper Global SIM software module, part of the cloud-based Jasper Platform used by 15 mobile operator groups to support more than 2,500 enterprises' IoT deployments globally. Jasper Global SIM is integrated with the G&D SmartTrust AirOn platform, which manages SIMs and subscriptions Over-the-Air (OTA) and maintains the highest level of security. The G&D solution covers both the backend secure data generation and management of the OTA download, and the SIM software, and includes subscription management for the lifecycle of the SIM, device information and easy management through an API.

“For the Internet of Things to live up to its explosive potential, interoperable global service with local support is the Holy Grail,” said Macario Namie, VP Marketing at Jasper. “For many enterprises, their connected device business requires local service that meets regional regulations, performance standards and economic needs, yet in order to properly scale is streamlined over one standardized platform with a single SIM and single point of visibility and control. We’ve come together with G&D to offer what no-one else can – a single worldwide platform and single Global SIM with local service expressly designed for the mobile Internet of Things.” “G&D appreciates the partnership with Jasper, as this is the first integration into a commercial connected devices platform. Jasper has deep experience and proven success in meeting the demands of multi-national enterprises when it comes to IoT,” said Marianne Arosenius, Group Senior Vice President of G&D’s Server Software and Services Division. “We are excited to bring our expertise in secure remote management of devices and SIMs together to offer a complete solution that is unrivalled in the market place in providing enterprises with everything they need to scale IoT deployments as well as easing the way for operators to deliver on the promise of enabling truly global connected device services.”

*Giesecke & Devrient is an ACT Canada member, Cardware Sponsor & Exchange Place Expert; please visit [www.gi-de.com](http://www.gi-de.com).*

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### **13. TOSHIBA JOINS THE MULTOS CONSORTIUM AS PARTNER MEMBER**

*Source: MULTOS (02/03)*

MULTOS Consortium, a group of international blue chip organisations responsible for the promotion and development of the MULTOS specifications, announced that Toshiba Corp., the global engineering and electronics



conglomerate corporation, has joined as a Partner Member. As a Partner Member, Toshiba will participate in the MULTOS Business and Technical Advisory Groups. This will allow it to play a prominent role in the development, evolution and growth of the MULTOS product and Specifications, whilst benefiting fully from the Consortium's marketing and networking resources, alongside a membership spanning the entire secure smart device ecosystem. Stuart Attwood, Commercial Manager of the MULTOS Consortium, comments "It is with great pleasure we welcome Toshiba to the MULTOS Consortium. Their history and experience in the Smart device industry will be an invaluable addition to the growth and evolution of the MULTOS scheme, and the global reach Toshiba offers will ensure they can support all those wishing to develop a MULTOS solution, regardless of location. We very much look forward to realising the mutual rewards this new partnership will bring."

*MULTOS is a member of ACT Canada; please visit [www.multos.com](http://www.multos.com).*

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#### **14. GARANTI DEPLOYS NFC SERVICES ON MICROSD WITH GEMALTO SOLUTION**

*Source: Gemalto (02/25)*

Gemalto is supplying its Optelio Contactless microSD to Garanti, a leading financial institution in Turkey, to support their rollout of mobile contactless services. The company will further provide Garanti with consulting services for infrastructure development and architecture definition of their mobile wallet, as well as the software to ease the communication between the mobile wallet and the microSD, helping to speed up integration. Gemalto is supplying the product, software and services to the bank through its dedicated payment solution provider Garanti Technology, while the microSD payment infrastructure is provided by MasterCard. The program is scheduled for launch via retailers and affiliated service providers in the latter half of 2014. Garanti will leverage the NFC-capable microSD to deliver the speed and convenience of mobile contactless payment and ticketing directly to Turkish customers. Working in close partnership with Gemalto for many years, Garanti has already pioneered the introduction of a succession of innovative NFC services in Turkey, including contactless EMV payment cards and wristwatches. Gemalto's microSD is part of a broader range of solutions for mobile contactless services which also includes embedded secure elements and the widely adopted UpTeq Multi-tenant NFC SIM.

"We added a new product to our portfolio by virtue of our collaboration with Gemalto over the years. Garanti is proud to achieve the first commercial roll-out of a microSD solution which requires no external booster device connected to the handset, with provisioning of applications performed over-the-air. Our customers can immediately enjoy secure and convenient mobile contactless. We also give them the freedom to go shopping with nothing more than their mobile phone in



their pocket, and carry their microSD with them when they change handsets,” said Onur Genç, CEO of Garanti Payment Systems. “Garanti is a leader in payment systems and will continue to work hard to grab the same leadership in the mobile world. “Garanti’s customers simply need to insert the Optelio Contactless microSD into their existing handsets to enjoy NFC interactivity,” added Philippe Cambriel, President Europe, Mediterranean and CIS at Gemalto. “Over time, they will be offered range of novel mobile contactless services such as couponing and loyalty programs, from a wide variety of retailers, enterprises and public bodies.

*Gemalto is an ACT Canada member and Cardware Sponsor; please visit [www.gemalto.com](http://www.gemalto.com).*

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## **15. TIM HORTONS AND CIBC ANNOUNCE AGREEMENT TO LAUNCH CO-BRANDED LOYALTY REWARDS VISA CREDIT CARD**

*Source: Canada Newswire (02/20)*

Tim Hortons and CIBC announced an agreement to launch a co-branded credit card, which will offer instant Tim Hortons loyalty rewards to CIBC clients on their everyday spending. The new CIBC Visa credit card is scheduled to launch in May 2014, and will allow cardholders to accumulate Tim Cash rewards for all purchases made on the card. That Tim Cash can then be redeemed instantly using the same card at participating Tim Hortons locations to purchase coffee, baked goods, or any other Tim Hortons offerings. "At Tim Hortons we're fortunate to have very loyal guests, many of whom visit us every day. We feel that an innovative card such as this not only provides our guests added convenience, but is a great loyalty rewards solution offering instant redemption for their favourite Tim Hortons menu items," explains David Clanachan, COO, Tim Hortons Inc. "This new card complements our strategy to actively pursue further technological innovation that help directly connect our guests with our brand."

"We are excited to partner with Tim Hortons to bring this one of a kind innovation to Canadians by combining the convenience of a CIBC credit card with the ability to earn and redeem loyalty rewards from Tim Hortons, all on a single card in their wallet," said David Williamson, Senior Executive Vice-President and Group Head, Retail and Business Banking, CIBC. "This partnership gives CIBC a meaningful channel to attract new clients to CIBC, and allows us to deepen the relationships we have with existing clients by further rewarding them for banking with us." With over 2 billion cups of coffee served annually at Tim Hortons, the combination will benefit both regular Tim's guests and CIBC clients. The new card will offer dual technology to combine two of the cards in your wallet into one: it will function both as a CIBC Visa credit card and a Tim Hortons loyalty card. Cardholders will earn 1% Tim Cash on all CIBC Visa purchases made on the card, which they can redeem at Tim Hortons locations using the same card. Tim Hortons and CIBC have worked together on past innovations, celebrating the first point-of-



sale mobile credit card transaction using the CIBC Mobile Payment App at a Tim Hortons location in November 2012. As part of the May launch for the new co-branded card, CIBC and Tim Hortons will launch a national marketing campaign to promote the availability of the card to Canadians.

*CIBC is a member of ACT Canada; please visit [www.cibc.com](http://www.cibc.com).*

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## **16. G&D ENABLES CONTACTLESS PAYMENTS IN AUSTRALIA WITH THE SAMSUNG GALAXY S4**

*Source: Giesecke & Devrient (02/20)*

Giesecke & Devrient (G&D) is providing its secure software platform to the Commonwealth Bank of Australia (CBA), the country's largest financial institution to enable secure contactless payment transactions with the Samsung Galaxy S4 smartphone. In its capacity as trusted service manager (TSM), G&D will handle personalization of the virtual credit card installed in the smartphone and manage the card along its entire life cycle. G&D and CBA are set to make contactless payment transactions by smartphone a wide-scale phenomenon in Australia. Customers of Australia's biggest bank can now make MasterCard PayPass payments at over 220,000 contactless terminals in Australia – and at a further 1.6 million sales outlets worldwide – by simply holding their Samsung Galaxy S4 smartphone against the payment terminal. For the first time ever, the payment app is safely stored on a secure element (SE) built into the smartphone. In its role as trusted service manager, G&D's task is to manage the payment app provided by the SE. That covers everything from personalization through to the deletion of personal data.

The CommBank app installed in the smartphone makes it easy for CBA customers to access their MasterCard in order to make payments. What is more, this interface offers customers additional options for keeping an ever-watchful eye on their banking transactions. "After the success achieved with our first mobile payment project for the iPhone 4 and iPhone 4s in 2012, CBA is again relying on our expertise in this field. By deploying the technology in another flagship smartphone, CBA is enabling an even larger number of its customers to make cashless payments by mobile phone," says Mr. Uli Klink, Managing Director at Giesecke & Devrient Australasia Pty. Ltd.

*Giesecke & Devrient is an ACT Canada member, Cardware Sponsor and Exchange Place Expert; please visit [www.gi-de.com](http://www.gi-de.com). MasterCard is an ACT Canada member and Cardware Sponsor; please visit [www.mastercard.ca](http://www.mastercard.ca).*

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## 17. GLOBALPLATFORM ANNOUNCES TRUSTED SERVICE MANAGER SEMINAR IN ATLANTA

*Source: GlobalPlatform (02/17)*

GlobalPlatform has announced it is hosting its second trusted service manager (TSM) seminar in Atlanta, USA. The one-day event, which is being held on Tuesday, 1 April 2014, will share best practice guidance on how the marketplace can deliver global consistency and clear communication, when managing near field communication (NFC) secure applications in an international roaming environment. The free to attend seminar, titled 'GlobalPlatform Presents the TSM Ecosystem of Today and Tomorrow', will be of interest to TSMs, mobile network operators (MNOs), banks, transit authorities and technology and service providers who are engaged in the deployment of secure mobile services. Delegates will receive an introduction to the GlobalPlatform Specifications that are relevant to actors in the NFC mobile space, including an overview of the association's messaging specifications that define the roles and responsibilities of all stakeholders in the NFC ecosystem. The session will also explore real world use cases with a focus on best practice and lessons learned. Details regarding the role of GlobalPlatform and how its specifications can be implemented will also be shared.

"The mobile NFC ecosystem incorporates multi-actors with many backend systems being operated by different entities with different business processes," comments Kevin Gillick, Executive Director at GlobalPlatform. "As new players enter the secure mobile services landscape, such as TSMs, and new partnerships are formed to deliver innovative products, it is vital that there is clarity across the infrastructure; creating an end-to-end trusted solution. Our membership has good representation from all stakeholders across the NFC ecosystem and related sectors; therefore we are well positioned to develop best practice that reflects the technical requirements of the marketplace." During the seminar, agenda time will also be dedicated to introducing participants to GlobalPlatform's End-to-End Frameworks. The document streamlines the service management process by outlining how GlobalPlatform Specifications can be used to implement a comprehensive end-to-end configuration relevant to each market sector such as payment, transport and healthcare. The first release of the framework focuses on contactless payments in response to industry demand for an accessible deployment framework that eases complexity and promotes standardization of this ecosystem. The guidelines aim to reduce implementation costs and speed up deployment of a trusted and compliant mobile service ecosystem.

"The end-to-end payment framework acts as an entry point to GlobalPlatform for new players," continues Kevin. "GlobalPlatform Specifications already address what is required on the secure element, trusted execution environment and mobile messaging to deploy secure mobile services. Creating an



end-to-end framework which defines how each element of a mobile payments deployment connects with each other and to the backend office is the final piece of the jigsaw puzzle; its brings the whole solution together.”

To view the full agenda and further details of the session, visit <http://www.globalplatform.org/events/atlanta2014/>.

*GlobalPlatform is a member of ACT Canada; please visit [www.globalplatform.org](http://www.globalplatform.org).*

## **18. INSIDE MASTERCARD'S C-SAM ACQUISITION**

*Source: PYMNTS.com (02/24)*

MasterCard today took a strong move to push out mobile-wallet technology faster globally, including its own MasterPass digital service, with the announced planned acquisition of long-time partner C-SAM, whose platform supports not just payments but also customer-specific offers, loyalty incentives, banking, bill-pay options and nonfinancial transactions. Announced at the Mobile World Congress in Barcelona, the planned acquisition draws upon a global strategic partnership the companies began in December 2012. MasterCard had been was a minority shareholder in C-SAM. Terms of the agreement were not disclosed. C-SAM has powered commercial mobile-payment services in various countries, including India, Japan, Mexico, Singapore, the U.S. and Vietnam. It's on-device application and back-end infrastructure will help in development efforts to enable consumers to use MasterPass both in stores and online across various mobile technologies, including Near Field Communication, QR/bar codes and remote checkout, the companies noted.

In a podcast interview with Market Platform Dynamics CEO Karen Webster, Munk Ki Woo, MasterCard executive vice president, noted that its work with C-SAM over the past two years has provided it with valuable insights into the company's potential. "We think that C-SAM is a world leader in mobile-commerce platforms, and we are extremely proud to be the new owner of this platform and all of the talented employees of the company," he said. C-SAM launched a digital-wallet solution in December that is compatible with MasterPass. Earlier, in August, the two companies worked together, and with DNP, to launch of a white-label NFC mobile-wallet service in Japan. And in July, C-SAM hired Kurt Weiss, previously the director of digital networks and mobile for Citigroup, and Conrad Sheehan, who founded electronic payment company mPay Inc., to its team. In a separate announced today at the same conference, MasterCard announced MasterPass in-app payments. This will enable consumers to make secure device-based payments within a mobile application, thus eliminating the need to store payment card credentials across numerous mobile apps, the company said.



Woo noted that one of the things about MasterPass is that it, like C-SAM, can support NFC, QR codes and other mobile platforms, as well as solutions across diverse customer types. “We have always said we are technology-agnostic,” he said. “When you look at their existing customers, they provide solutions to financial institutions, of course, but they also provide solutions to mobile operators, to retailers and even to other verticals.” In essence, what MasterCard wants to do is to take advantage of the strengths of C-SAM’s platform and better serve all of the card brand’s stakeholders.

*MasterCard is an ACT Canada member & Cardware Sponsor; please visit [www.mastercard.ca](http://www.mastercard.ca).*

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## **19. SQUARE TURNS ON MONEY REQUEST APP**

*Source: Mobile Payments Today (02/17)*

Square Cash, a new money request feature from mobile POS provider Square, allows users to request money from other people or groups by using the Square Cash app or by sending an email. The Square Cash app is available for iOS and Android devices. The service was first launched in October 2013 and has been used to send millions of dollars each week, Square says. Now Square Cash has been made available for general use. However, it can only be used within the U.S., Square says. Square Cash allows users to send and receive money without signing up or creating an account. However, senders and receivers of funds need to link a debit card with Square Cash. Senders have the option of turning on a security code requirement, making it necessary to enter the card’s three-digit CCV number every time money is sent with Square Cash via the app or email.

Funds sent via Square Cash are not held in a stored balance account, but deposited directly into the recipient’s bank account. The request for cash can also be sent to a group of recipients, and the sender can check in on the status of requested payments to see who has paid and who still owes money.

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## **20. PAYPAL AND SAMSUNG TO ROLL OUT FINGERPRINT AUTHORIZATION ON NEW SAMSUNG GALAXY**

*Source: Chain Store Age (02/24)*

PayPal and Samsung on Monday announced a collaboration that will make Samsung Galaxy S5 users the first to be able to log in and shop at any merchant that accepts PayPal on mobile and in-stores with only their fingerprint. The new secure, biometric feature, available in April, means Galaxy S5 users will no longer need to remember passwords or login details across millions of PayPal merchants. PayPal will be the first global payments company to support Samsung’s mobile fingerprint authentication technology. Samsung is one of the world’s most trusted





handset makers, with a strong presence in more than 150 countries. By using fingerprint authentication instead of a traditional login and password on the new, fifth generation Samsung Galaxy S5, launched today at Mobile World Congress, consumers benefit from an even more secure and seamless mobile and in-store shopping experience across the millions of merchants that accept PayPal.

“We spearheaded the Fast Identity Online Alliance last year and predicted that the industry would soon move beyond passwords and this announcement brings us one step closer to that reality,” said Hill Ferguson, chief product officer for PayPal. “By working with Samsung to leverage fingerprint authentication technology on their new Galaxy S5, we are able to demonstrate that consumers don’t need to face a tradeoff between security and convenience. With a simple swipe of a finger, consumers can still securely log into their PayPal account to shop and pay with the convenience that mobile devices afford.” Starting in April, PayPal fingerprint authentication on the Samsung Galaxy S5 will be available in 26 markets globally, including Australia, Brazil, Hong Kong, Russia, United Kingdom, and United States.

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## **21. GEMALTO AND UNITED NATIONS FEDERAL CREDIT UNION ADVANCE PAYMENTS SECURITY WITH FASTER EMV GLOBAL PAYMENT CARD ISSUANCE**

*Source: Gemalto (02/05)*

Gemalto is enabling United Nations Federal Credit Union (UNFCU) members around the globe to quickly and securely obtain their new EMV cards. Through a worldwide network of service centers, Gemalto's Allynis Global Issuance services works seamlessly to issue EMV cards from regional centers that are located closest to the cardholder. Previously, UNFCU's cards had been deployed from just one location in North America. Gemalto, having already delivered more than one billion EMV payment cards to clients worldwide, is making the card issuance service easier and more efficient for UNFCU and all its globally located cardholders. With the Allynis Global Issuance services, UNFCU's EMV cards are now produced and distributed from multiple service centers in Europe, the Far East and North America, depending on which has the best proximity to each member’s location. The solution reduces delivery times and shipment costs, enables UNFCU members to receive their payment cards when and where they need them.

In 2010, the Long Island City, New York-based UNFCU became the first financial institution in the United States to introduce an EMV credit card. Since adopting EMV, UNFCU has seen lower fraud on its VISA Elite and VISA Azure2 credit card portfolios when transactions are authorized by EMV Chip and PIN capable merchants. As more countries move to this global standard, U.S. travelers are increasingly at a significant disadvantage using the old technology magnetic



stripe bank cards, especially when paying for taxis or at unattended kiosks. Beyond this greater convenience, U.S. citizens using magnetic stripe payment cards in foreign countries have also a higher exposure rate to fraud than if they were using EMV chip enabled cards.

"We wanted to better assist our international community with a highly responsive service for lost card replacement and for first-time card issued to a member leaving for an overseas mission," said Merrill Halpern, Assistant Vice President of Card Services at UNFCU, who is also a member of the EMVCo Board of Advisors. "With Gemalto's extensive global EMV deployment experience and multi-site facilities, we now have the ability to provide cards to members in the field in a timely manner, no matter where they are." "Gemalto's technology is providing UNFCU cardholders with a more secure and convenient experience at home or abroad," said Sebastien Cano, President North America at Gemalto. "With our certified issuance centers located around the globe we are able to ensure our clients have a prompt solution for credit card replacement, which is especially important for UNFCU, who has a member base of some of the world's most mobile individuals."

*Gemalto is an ACT Canada member & Cardware Sponsor; please visit [www.gemalto.com](http://www.gemalto.com).*

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## **22. NBS ACQUIRES EQUINOX PAYMENTS**

*Source: ICMA Industry News (02/13)*

NBS Payment Solutions has acquired the assets of Equinox Payments, formerly the U.S. operations of payment-terminal maker Hypercom Corp. NBS receives a wide range of payment technologies in the deal. The company did not reveal the terms or value of the acquisition in its press release. "NBS Payment Solutions has operated in Canada for over 25 years and is excited about partnering with Equinox in the U.S. market," said Drazen Ivanovic, NBSPS president and CEO. "The well-established Equinox brand, products and excellent sales and support network, combined with NBSPS's expertise in security, EMV migration and wireless technology, will enhance and strengthen Equinox's position in the U.S. payment terminal space. We are committed to providing high quality products and services, including Equinox's new Apollo line and multi-lane terminals." NBS intends to use a U.S. wholly owned subsidiary for the transaction, which will operate as Equinox Payments LLC in the U.S.

*NBS Payment Solutions is an ACT Canada member & Cardware Exchange Place Expert; please visit [www.nbsps.com](http://www.nbsps.com).*

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### **23. TARGET PASSED A PCI INSPECTION BEFORE BREACH; WILL SPEND \$100 MILLION ON CHIP CARD EFFORT**

*Source: Digital Transactions, by Jim Daly (02/04)*

Target Corp. said that it passed its latest Payment Card Industry data-security standard (PCI) inspection a mere three months before confirming in December that a data breach compromised 40 million customers' payment card numbers. Target also said it is fast-tracking its efforts to roll out chip card acceptance in its U.S. stores, about a decade after it abandoned a first-generation chip card project. Target's latest news comes on the day when the Senate Judiciary Committee held the second of four Congressional hearings this week on the topic of data breaches and cyber-security. Executives from Target and Neiman Marcus Group, which in January confirmed a data breach that compromised an estimated 1.1 million credit cards, testified along with a consumer advocate, data-security executive and government officials. Minneapolis-based Target joins a growing list of breached retailers and payment processors that have said they passed their latest annual PCI inspection only to report a breach less than a year later. "As recently as September 2013, our systems were certified as compliant with the Payment Card Industry data-security standards," Target executive vice president and chief financial officer John Mulligan said in his written testimony for the Senate Judiciary Committee's hearing dubbed "Privacy in the Digital Age: Preventing Data Breaches and Combatting Cybercrime."

Mulligan gave no details about the PCI audit, and like Michael R. Kingston, chief information officer at Neiman Marcus, said Target had a sophisticated anti-fraud system that hackers nonetheless were able to penetrate with hard-to-detect malware. The payment card networks say annual PCI inspections are snapshots that don't mean a merchant or processor is ever definitively secure, and in the wake of any breach they typically declare the breached company out of PCI compliance. That action triggers a process of remediation, fines and re-certification. Senators spent little time Tuesday reviewing the nuances of PCI but asked numerous questions about chip cards as replacements for vulnerable magnetic-stripe cards that are now mostly gone from the industrialized world except in the United States. They also picked up on a debate in the payments industry about the role of PINs with the coming of EMV chip cards under a series of network deadlines and incentives, including a shift of liability for point-of sale fraud to the non-EMV-capable party in October 2015. In a contributed piece for *The Hill*, a Washington publication that tracks Congress, and in his comments today, Mulligan revealed some details about Target's initiative to accept EMV cards in its U.S. stores as well as issue such cards.

"Since the breach, we are accelerating our own \$100 million investment to put chip-enabled technology in place," Mulligan said in *The Hill*. "Our goal: implement this technology in our stores and on our proprietary REDcards by early



2015, more than six months ahead of our previous plan.” Target, which has nearly 1,800 U.S. stores, already has what it calls “guest-payment devices” in 300 stores and it hopes to have the stores’ chip-acceptance upgrades done by the fourth quarter, Mulligan said at the hearing. In response to a question from Sen. Mazie Hirono, D-Hawaii, about whether the chip card system would require PINs, Mulligan said it would—a sentiment widely shared in the merchant community and by many of the senators, but less so among card issuers. “We’ve been proponents of chip-and-PIN for a very long time,” said Mulligan, noting that Target tried but abandoned its initial chip card effort because of the cost at the time and the lack of support for chip cards outside of Target. Pro-PIN sentiment isn’t universal among merchants, either. Dallas-based Neiman Marcus, an upscale retailer where credit dominates card payments, does not have PIN-accepting devices at the point of sale, said Kingston. He didn’t want to be pinned down when asked whether chip card transactions should be further authenticated with a PIN, saying “there’s a lot of work to do” in getting a chip-card system up and running.

Target’s breach, which involved malware that accessed its point-of-sale system, compromised not only 40 million credit and debit cards, but also non-card information on about 70 million customers. Target initially said the theft of card data occurred between Nov. 27 and Dec. 15 of last year. In his prepared remarks, however, Mulligan said that on Dec. 18 Target disabled malware on 25 more registers that had been “disconnected from our system when we completed the initial malware removal on Dec. 15. As a result, we determined that fewer than 150 additional guest accounts were affected.” In addition to Target and Neiman Marcus, crafts retailer Michaels Stores and hotel operator White Lodging have reported data breaches in the past month, a big reason why lawmakers called the hearings. Whether they result in a federal data-breach notification law when past efforts have failed is unknown. But pressure for passage is building, according to Democrats on the Judiciary Committee. “We have to do something,” said Sen. Amy Klobuchar, D-Minn.

*Target is a member of ACT Canada; please visit [www.target.com](http://www.target.com).*

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## **24. STARBUCKS MOBILE PAYMENTS APP USAGE CONTINUES TO GROW**

*Source: NACSONline.com (01/28)*

Mobile and gift card payments continue to grow for Starbucks, CEO Howard Schultz announced last week, and now represent more than 30% of total U.S. payments for the coffee retailers, Mobile Payments Today reports. According to Schultz, roughly 10 million customers now use the mobile app, with the company processing nearly 5 million mobile payments each week. Schultz said consumers have begun embracing both physical and digital gift cards more widely than ever before. “Starbucks was prepared for both of these shifts having invested over many years in the creation and development of proprietary world class digital and mobile



payment and card technology and expertise," he said. "This expertise and the assets that support it enabled us to seamlessly process more than 40 million new Starbucks card activation(s) valued at (more than) \$610 million in the U.S. and Canada alone in Q1, including (more than) 2 million new Starbucks card activations per day in the days immediately leading up to Christmas and \$1.4 billion of Starbucks card loads globally."

Schultz said traditional bricks and mortar retailing is now at a crossroads. "No longer are many retailers only required to compete with stores on the other side of the street. They are now required to compete with stores on the other side of the country. Navigating the seismic shift will continue to be very, very difficult for me." However, he said Starbucks is well positioned to thrive in that scenario, preparation that he credits to the company's digital initiatives. "We invested and continue to invest well ahead of the curve and today have world-leading proprietary digital, social, mobile payment and card technologies and assets," he said. "These assets are enabling us to broaden and deepen our connection to customers, enhance overall Starbucks customer experience and further (distance) ourselves from competitors."

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## **25. FIME SELECTED BY GEMALTO FOR TAIWANESE CONTACTLESS SECURITY EVALUATION**

*Source: FIME (02/20)*

FIME Asia has been selected by Gemalto, the world leader in digital security, to test compliance of its customised dual-interface payment product prior to launch into the Taiwanese market. The newly-issued product, FISC II ATM, meets security standards set by Taiwanese certification body, The Bankers Association of the Republic of China (BAROC) and offers both contact and contactless payment capabilities to issuing banks in the country. Gemalto worked with FIME Asia as the advanced testing specialist, in collaboration with security evaluation laboratory, CEA/Leti. Collectively, the testing partners are accredited by BAROC to perform the security evaluation of smartcard-based payment instruments to Security requirements of BAROC for financial chip card approval and implementation version 2.0. Additionally, Gemalto selected FIME Asia and CEA/Leti to confirm compliance to the Taiwanese payment system, People's Bank of China, as well as international payment systems such as MasterCard and Visa.

Suzanne Tong-Li, President of Greater China and Korea at Gemalto, comments: "Having supported the Taiwanese market with our Optelio payment card for a number of years, it is important for us to now also complete our compliance process on our dual-interface Optelio cards. With EMV migration achieving high adoption across the country, this new offering brings even more options to issuing banks and their customers, while maintaining the highest levels of security." Jeremy Lee, Innovation Manager at FIME Asia, adds: "As ecosystems



evolve and new payment technologies are launched into regional and international markets, compliance and interoperability testing becomes essential. We were delighted to offer our consultancy and testing services, in partnership with CEA/Leti, to Gemalto in order to facilitate the swift, smooth and successful launch of its product into Taiwan." The security evaluation conducted by FIME Asia and CEA/Leti incorporated source code analysis supported by independent testing and a vulnerability analysis based upon the functional and security architecture requirements outlined in the specification. Penetration testing was also conducted to demonstrate the resistance of the product to high attack potential. As a result of this activity, the testing partners have demonstrated that Gemalto's smartcard product has achieved a resistance to hackers with a high attack potential.

*FIME America is an ACT Canada member & Cardware Exchange Place Expert; please visit [www.fime.com](http://www.fime.com). Gemalto is an ACT Canada member & Cardware Sponsor; please visit [www.gemalto.com](http://www.gemalto.com).*

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## **26. ASSOCIATED BANK ENHANCES MOBILE BANKING AND PAYMENT SERVICES AND LAUNCHES NEW TABLET APP WITH MOBILITI FROM FISERV**

*Source: Fiserv (02/04)*

Fiserv, Inc. announced that Associated Bank, part of Associated Banc-Corp, has expanded its mobile banking and payment capabilities and added a tablet banking app with Mobiliti from Fiserv. These changes are in response to customers' desire to conduct more banking activities via their smartphones and tablets. With the addition of mobile remote deposit capture, branded by the bank as Associated SnapDeposit, customers can now deposit checks by snapping photos with their smartphone camera, while the addition of Popmoney enables them to initiate and accept person-to-person payments directly from their phone. These capabilities are also available in the bank's new tablet app. "Over the past few years, mobile banking has evolved from a convenient way to access account information to a transactional channel," said Val Glytas, senior vice president and director of retail payments, Associated Bank. "Customers now expect to do more using their smartphones and their tablets, and they are increasingly comfortable moving their money using these devices."

In order to anticipate and meet emerging customer demand, the bank's research and development team continually monitors the digital and payments ecosystems and uses that information to update an innovation roadmap that spans the next four to six quarters. "Our philosophy is to meet customer demand for new capabilities as it emerges," said Glytas. "Our innovation roadmap keeps us on track and allows us to do that, and ensures strong adoption and usage of new capabilities when they are made available." In addition to indicating that the time was right to add more mobile transaction capabilities, the bank's research showed strong interest in tablet banking functionality. As a result, Associated Bank is also



now offering Mobiliti: Tablet from Fiserv, a downloadable application for iPad that provides users with access to their accounts in an interactive, touch-enabled format. Capabilities include bill payments, person-to-person payments, mobile deposit, an ATM and branch locator, and built-in calendar and calculator functions. Several of the new digital banking and payment features are highlighted in a series of commercials created to promote the bank's new brand, which can be viewed on YouTube. "According to the 2013 Fiserv Consumer Trends Survey, nearly 30 million U.S. households are using mobile banking and almost 19 million are using tablet banking," said Jim Tobin, SVP and general manager, Digital Channels, Fiserv. "With use of the mobile and tablet channels for financial tasks such as depositing checks and making payments continuing to surge, Associated Bank's investment in these capabilities will serve them well in 2014 and beyond."

Associated Bank remains committed to upgrading its digital solutions to provide a convenient, accessible online experience. The bank has found its customers who adopt digital channel solutions have significantly higher engagement and much lower attrition levels compared to branch-only customers. The Associated Bank iOS mobile banking application was recently named as one of the Top 10 highest rated mobile banking applications by The Financial Brand.

*Fiserv is a member of ACT Canada; please visit [www.fiserv.com](http://www.fiserv.com).*

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## **27. INSIDE SECURE LAUNCHES A UNIQUE AND COMPREHENSIVE MOBILE SECURITY OFFER**

*Source: INSIDE Secure (02/19)*

INSIDE Secure announced the availability of second-generation VaultSEcure secure element, the market's first fully comprehensive mobile security chip. The key feature that sets it apart from other secure elements available today is its built-in applications to address security vulnerabilities in enterprise and entertainment markets, such as DAR (Data-at-Rest) protection, VPN (Virtual Private Network), DRM (Digital Rights Management) and others, a feature unmatched elsewhere in the market. INSIDE Secure is the only company on the market capable of providing a comprehensive system solution for mobile security. The VaultSEcure device gives mobile platform providers critical security in a single package. It contains hardware, operating system and built-in applications, eliminating the need for OEMs and reference platform providers to engage with multiple providers. Equally important, the compatibility issues OEMs and reference platform providers face as they struggle to secure even one application in a mobile device are also eliminated. The INSIDE VaultSEcure solution provides cost and time-to-market benefits by offering OEMs a one-stop shop for their security needs. Not the least, VaultSEcure still offers functionalities expected from the conventional secure element such as NFC Payment, Transit, Access control etc.



With this offering, INSIDE is targeting Tier-1 makers of smartphones and tablets and reference platform providers. Mobile devices have evolved into open software platforms that are capable of downloading a huge variety of applications, including high-value services. However, not all functionality can be tested by the OEMs and increasingly malicious code is being created to target this class of devices. For example, more and more enterprises are encouraging their employees to bring their personal devices to the workplace (BYOD). Over the past few months, there has been a surge in malware attacks, resulting in consumers and enterprises demanding higher levels of security. In addition, the VaultSEcure product is well-positioned to address the security needed to support the fast growth in connected devices. By 2017, 87% of the worldwide smart connected device market will be tablets and smartphones, with more than 2 billion units shipped, with PCs (both desktop and laptop) being 13% of the market (IDC - December 2013). “INSIDE Secure has a broad perspective on mobile security through its unique combination of hardware and software products,” said Simon Blake Wilson, Executive Vice President of the Mobile Security Division at INSIDE Secure. “Mobile security is a burning issue today. We are excited to bring the security benefits of the Secure Element to applications like enterprise and entertainment that have previously been limited to software security.”

*INSIDE Secure is a member of ACT Canada; please visit [www.insidesecond.com](http://www.insidesecond.com).*

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## **28. POINT ENABLES HANDELSBANKEN TO BRING MOBILE PAYMENTS TO SMALL BUSINESSES**

*Source: VeriFone (02/25)*

Leading Nordic bank crafts easier card payment acceptance solution with managed services from Point and PAYware Mobile from VeriFone. VeriFone Systems, Inc. announced that Point, a VeriFone company, and Handelsbanken, one of the highest rated banks in the world, will provide a mobile payment managed services solution for micro merchants and other small businesses in Sweden that want to use smartphones and tablets to conduct transactions. Point is providing VeriFone’s EMV-compatible PAYware Mobile devices and managed services including software support, deployment and helpdesk. Handelsbanken, a leading Nordic bank with a regional branch network encompassing the UK, Denmark, Finland, Norway and the Netherlands, is using the Point solution to deliver a branded mobile payment service. “Leading banks such as Handelsbanken are developing new payment services to serve the needs of new micro merchants and other small businesses that want to utilize smartphones and tablet devices for payment acceptance,” said Bård Ljöstad, managing director of Sweden for Point. “Point services built on VeriFone’s proven mobile payments technology provide a complete and secure mobile solution that enables banks to meet these emerging needs with a trusted brand.”





VeriFone's PAYware Mobile solutions work with Apple iPad, iPod touch, iPhone and other smartphones and tablets. The PAYware Mobile e105 is a universal secure payment adapter that includes chip and PIN and mag-stripe capabilities that extends the point of sale to all new environments. With PAYware Mobile e105, smartphones and tablets are transformed into completely secure payment devices that leverage the proven Point gateway and its exceptional tools for better managing and growing business.

*VeriFone is an ACT Canada member & Cardware Exchange Place Expert; please visit [www.verifone.com](http://www.verifone.com).*

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## **29. MCX ADDS PAYDIANT TO POWER MOBILE PAYMENTS AND EXPANDS QSR REACH WITH WENDY'S**

*Source: MCX (02/12)*

Merchant Customer Exchange (MCX) announced that it will add Paydiant's cloud-based, white label platform to its custom developed mobile commerce infrastructure. MCX is a group of leading merchants dedicated to improving the shopping experience by offering consumers a widely-accepted, customer-focused and secure mobile commerce platform. MCX merchants represent more than 70 prominent brands with 110,000 locations that process more than \$1 trillion in payments annually. Paydiant's technology will allow MCX member merchants to leverage existing smartphones, point-of-sale (POS) and payment terminals. It will include an easy-to-implement application programming interface (API) to enable MCX members to integrate complete mobile wallet capabilities and value-added services into their own branded iPhone and Android applications. In addition, the solution will allow retailers to avoid sharing sensitive customer information with third parties.

"Mobile payments and offers are a critical customer touch point for merchant brands," said Kevin Laracey, CEO and founder of Paydiant. "We are looking forward to working with MCX to remove the primary obstacles that retailers can face when adopting a mobile payments infrastructure by providing members with greater control over the customer experience. As a result, merchants can engage their customers with the convenience of mobile payments along with personalized offers, promotions and programs that build customer loyalty and increase share of wallet." MCX also announced that Wendy's and Acme Fresh Market are among the latest merchants to become MCX merchant members. With restaurants nationwide, Wendy's is the world's third-largest quick-service hamburger company. Acme Fresh Market is a regional grocery store chain with locations throughout Northeast Ohio.

"We are really enthusiastic about the momentum MCX is making as a company. Paydiant adds unique mobile wallet capabilities and proven retail



experience that seamlessly complements MCX's existing technology platform. Additionally, the recent addition of Wendy's and Acme Fresh Market underscores the appeal of MCX to merchants of all sizes and across all categories. It also marks MCX's expanding presence in the quick-service restaurant industry," said MCX CEO, Dekkers Davidson. "Both the partnership and recent additions to our MCX merchant members are key milestones as we work to ultimately bring to market the best mobile commerce solution for consumers and merchants alike."

*MCX is a member of ACT Canada; please visit [www.mcx.com](http://www.mcx.com).*

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### **30. ALLIANCE DATA'S LOYALTYONE BUSINESS ANNOUNCES DOTZ AND BANCO DO BRASIL NATIONAL, MULTI-YEAR RENEWAL AGREEMENT**

*Source: LoyaltyOne (02/05)*

Alliance Data Systems announced that CBSM - Companhia Brasileira De Servicos De Marketing ("Dotz"), operator of Brazil's dotz loyalty program ([www.dotz.com.br](http://www.dotz.com.br)), in which LoyaltyOne holds a sizeable equity stake, signed a multi-year renewal agreement with Banco do Brasil, the largest financial institution in Latin America and a pillar sponsor in the rapidly-expanding coalition loyalty program. Banco do Brasil, with R\$1.15 trillion (USD\$477 billion) in total assets is one of the oldest banks in the world serving all segments of the financial market with more than 114,000 employees, 5,362 branches and more than 44,000 ATMs in over 5,400 municipalities. With approximately 58.6 million banking customers, Banco do Brasil and Dotz will continue to focus on enhancing banking customer engagement, and dotz membership activation and issuance (dotz points). In addition, the dotz loyalty program will continue to be offered to all of Banco do Brasil's approximately 20 million Ponte Pra Voce loyalty program members, the bank's proprietary loyalty program for banking services, credit and debit card customers. Banco credit and debit card holders can convert Ponte Pra Voce points to dotz points.

"The renewal of this multi-year agreement reflects the significance of this foundational partnership," said Bryan Pearson, president of LoyaltyOne. "As Latin America's largest financial institution, Banco do Brasil's decision to extend its national partnership in dotz, substantiates the success of the loyalty coalition model as well as Dotz's robust long-term expansion plan." "As a strategic partner, we will leverage our relationship with the bank to further our entry into new markets across the country," said Roberto Chade, president of Dotz. "This too will strengthen our platform, enabling us to broaden our scope and deepen our reach in multiple consumer verticals, drive issuance and enhance relationships between sponsors and their customers." With an expanding membership base of approximately 11 million Brazilians, dotz now operates in 9 consumer-concentrated markets, representing a total estimated population of 27.5 million Brazilian consumers. Markets include Belo Horizonte, Brasilia, Sao Paulo State



Interior (Campinas), Fortaleza, Recife, Santa Catarina and Curitiba as well as Joao Pessao and Sorocaba in Sao Paulo Interior, which were launched in the fourth quarter of 2013. Dotz's growing roster of sponsors include national and regional retailers and service providers in key high frequency and expanding verticals including Financial Institutions, Grocery, Fuel, Pharmacy, Electronics, Hotel, Restaurant, Specialty Retail and Online. Anchor sponsors include, Banco do Brasil, one of Brazil's largest national banks; Ale, one of the nation's largest gasoline station chains; Angeloni, a major chain of supermarkets in the southern Brazilian region and one of Brazil's top-10 supermarkets and 500 largest companies; Bob's, a national fast food restaurant chain; Pague Menos, a leading national Brazilian drug store chain; and Magazine Luiza, a specialty electronic retailer.

The dotz coalition loyalty program is similar to the Canadian AIR MILES Reward Program - consumers can join online or at multiple participating sponsor locations to collect points on their dotz collector cards. Consumers accumulate dotz points through everyday shopping at a growing number of national and regional sponsors in Brazil which can be redeemed for various rewards.

Brazil has the fifth-largest population in the world with more than 199 million citizens (versus approximately 35 million in Canada) and has the characteristics required to host a successful coalition loyalty program.

*LoyaltyOne is a member of ACT Canada; please visit [www.loyalty.com](http://www.loyalty.com).*

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### **31. PAYFIRMA LAUNCHES AUTOMATED RECURRING BILLING FOR BUSINESSES**

*Source: Payfirma (02/11)*

Payfirma introduces a Recurring Billing solution to its growing suite of payment products. Designed for instalment payments, subscriptions and memberships, Payfirma's Recurring Billing helps businesses avoid the hassle associated with billing customers on a regular basis by offering an automated solution that's easy to use. "We continuously work to enhance the checkout experience our merchants give to their customers," says Michael Gokturk, Payfirma CEO. "The automation and customization now available through Recurring Billing gives merchants a payment solution that is flexible, customer-friendly and simple." Payfirma's new Recurring Billing benefits merchants by giving them the power to:

- Automate online credit card billing
- Customize settings and scheduling of billing plans
- Manage plan details such as billing amounts, cycles and card information
- Customize email receipt automation for every transaction
- Access complete customer payment history for all plans



- Receive internal notification for expiring cards
- Access real-time payment reporting and analytics
- Reconcile and track revenue bookings all in one place
- Easily integrate with website and mobile applications using our simple payment API

With Payfirma's Recurring Billing solution businesses gain total control over their billing for a simpler and more efficient billing experience for now and as their business grows.

*Payfirma is a member of ACT Canada; please visit [www.payfirma.com](http://www.payfirma.com).*

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### **32. OBERTHUR TECHNOLOGIES PARTNERS WITH WWPASS CORPORATION TO OFFER A COMPLETE MULTI-FACTOR AUTHENTICATION SOLUTION IN THE CLOUD**

*Source: Oberthur Technologies (02/24)*

Oberthur Technologies (OT) announces its partnership with WWPass Corporation, an authentication provider, aiming to solve one of the most critical issues in information/data security by creating a solution focusing on user convenience, clear-cut enterprise deployment and reducing the risk of theft and loss. As part of the partnership, the two companies offer a cloud based secure authentication solution that utilizes proven security of smartcard technology and convenience of a cloud based deployment. This solution will help mitigate security breaches derived from usernames/password usage. Instead of providing your identity with a username and password, Oberthur Technologies and WWPass will provide a self-managed PassKey that will allow the user to access any application enabled with a multifactor authentication. In addition, the solution can be simply integrated to most common physical access systems that will enable the enterprise to have a total convergence of their physical and logical environment.

OT has a long history of delivering state-of-the-art security technology for physical and logical access to the government and corporate market, including personal identity verification (PIV) and common access card (CAC) smart card, which contains the keys to grant the cardholder access to facilities and information systems. "We are excited to partner with WWPass to develop an authentication solution that will help companies move away from username and passwords. Without the high up-front costs of deployment, this solution is a convenient, easy and secure method to incorporate multi-factor authentication for enterprises worldwide." said Rick Patrick – Senior Vice President, Identity, North America at OT.



*Oberthur Technologies and WWPass are members of ACT Canada. Oberthur is a Cardware Exchange Place Expert. Please visit [www.oberthur.com](http://www.oberthur.com) and [www.wypass.com](http://www.wypass.com).*

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### **33. NXP EXPANDS NFC ECOSYSTEM WITH ANDROID KITKAT INTEGRATION**

*Source: NXP Semiconductors (02/25)*

NXP Semiconductors N.V. announced that its proven, industry leading NFC controller, PN547, is successfully integrated with Google's latest version of the Android 4.4 operating system, 'KitKat'. This significant milestone underscores the popularity and attractiveness of NXP's PN547 in a wide range of Android-powered mobile devices. Android 4.4 now offers new platform support for NFC-based transactions through host-card emulation (HCE). This enables Android smartphone owners to use their phones to initiate a wide range of mobile applications, including payments, loyalty programs, card access, transit passes and other customized services. Support for Android 4.4 and HCE allows more consumers to experience the potential of NFC and will further expand the ecosystem. NXP has successfully demonstrated and validated multi-Secure Element (embedded SE, UICC based SE and HCE) performance on its leading NFC controllers to facilitate OEM adoption and integration. PN547 fully supports MIFARE which is used in over 70% of the world's contactless transport systems. Additionally, PN547's superior design allows improved RF performance, easing EMVCo and NFC Forum certifications while using smaller antenna size and lowering overall solution bill of materials. Today, PN547 is receiving tremendous market traction and is now on track to become a very worthy successor to the industry leading PN544 which propelled NFC into mainstream smartphone and tablet deployments.

With over 78% of the world's smartphones now using Android, according to IDC, the opportunity for people to engage with and use NFC is greater than ever. "By supporting HCE with our established and market-proven PN547 NFC controller, we are opening the door and creating markets for new applications and new ways consumers can use this interactive technology," said Jeff Miles, vice president mobile transactions, NXP Semiconductors. "Integration of PN547 with Android 4.4 was yet another great accomplishment, and further reinforces our market leading positioning in NFC-based solutions." NFC is a ground-breaking technology that allows enabled devices to respond to the tap of objects. NFC transforms the already dynamic user experience in a way that expands the potential of the "Internet of Things". With a simple tap of an NFC-enabled device tags in smart posters, contactless ticketing or payment terminals, users can interact with devices in a secure and intuitive manner. Co-invented by NXP Semiconductors in 2002, NXP's NFC technology is now incorporated in personal computers, tablets, and mobile phones from major OEM's. NXP enables native integration in mobile operating systems, joint development in the services of mobile



network operators and service providers and facilitation in the delivery and tags and readers deployed by transit operators, retailers, access control systems, and advertisers.

*NXP Semiconductors is a member of ACT Canada; please visit [www.nxp.com](http://www.nxp.com).*

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### **34. FISERV JOINS THE MULTOS CONSORTIUM AS PARTNER MEMBER** *SOURCE: MULTOS (02/04)*

MULTOS Consortium announced that Fiserv, Inc. has joined as a Partner Member. As a Partner Member, Fiserv will participate in the MULTOS Business and Technical Advisory Groups. This will allow it to play a prominent role in the development, evolution and growth of the MULTOS product and Specifications, whilst benefiting fully from the Consortium's marketing and networking resources, alongside a membership spanning the entire secure smart device ecosystem. Jorge Diaz, president of Output Solutions, Fiserv, says "Fiserv became a Partner Member of the MULTOS Consortium joining other industry leaders to support stakeholder migration to EMV. As a major card producer, processor and network provider, Fiserv understands the complexities of the payments landscape and the implications of EMV, and is deeply committed to helping our customers determine the best path forward." Stuart Attwood, Commercial Manager of the MULTOS Consortium, comments "We are delighted to welcome Fiserv to the MULTOS Consortium. The addition of such an experienced and influential industry player is a strong endorsement of the MULTOS technology, and we look forward to working closely together to further enhance the offerings of both Fiserv and MULTOS."

*Fiserv and MULTOS are members of ACT Canada; please visit [www.fiserv.com](http://www.fiserv.com) and [www.multos.com](http://www.multos.com).*

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Entering our 25<sup>th</sup> year, ACT Canada has been the internationally recognized authority in the market. As the eyes, ears and voice for stakeholders focused on secure payment, mobile, NFC, loyalty, secure identity, and leveraging EMV, we promote knowledge transfer, thought leadership and networking. We help members protect their interests, advance their causes, build their business and grow the market. We take a neutral and non-partisan approach to all issues, facilitating collaboration among issuers, brands, acquirers, merchants, regulators, solution providers, governments and other stakeholders. Over 50% of our members have been with us for more than 5 years, enjoying ongoing value from their affiliation with ACT Canada. Please visit <http://www.actcda.com> or contact our office at 1 (905) 426-6360.

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**Understand** complex issues

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