



What does EMV mean for the US?

Overview

Europay International, MasterCard International, and Visa International originally formed EMV as a joint effort in 1994 (later renamed EMVCo, LLC in 1998) to manage EMV card specifications for payment systems around the world. The objective of EMVCo is to ensure that single terminal and card approval processes are developed at a level that will allow cross payment system interoperability through compliance of the EMV standards.

What is EMV?

EMV payments use “smart” or “chip cards”, and are currently the global payment standard with migrations around the world. EMV provides:

1. Foundation/infrastructure for future innovation and emerging payment technologies,
2. Global interoperable standards for payments
3. Enhanced security through Dynamic Data Encryption (DDA)

“Smart” or “Chip Cards” are:

1. Plastic cards containing integrated circuits, where customer card information is stored in the chip and powered by an integrated circuit on the card
2. Contact cards must come into contact with the terminal to function, whereas contactless cards communicate via radio frequency; dual interface cards can communicate either way (i.e.- contact and contactless)

EMV is the global payment standard, and announcements by Visa, MasterCard, Discover, and American Express have laid the roadmap for EMV in the United States:

1. Visa - <http://corporate.visa.com/media-center/press-releases/press1142.jsp>.
2. MasterCard - <http://www.mastercard.us/mchip-emv.html>
3. Discover - <http://discovernetworknews.com/stories/discover-implements-emv-mandate-for-u-s-canada-and-mexico/>
4. American Express - http://about.americanexpress.com/news/pr/2012/emv_roadmap.aspx

What does EMV approval mean to the retailer?

EMV approval is granted on two different levels:

- (1) Compliance with hardware (devices), and
- (2) Compliance with software (inside the device).

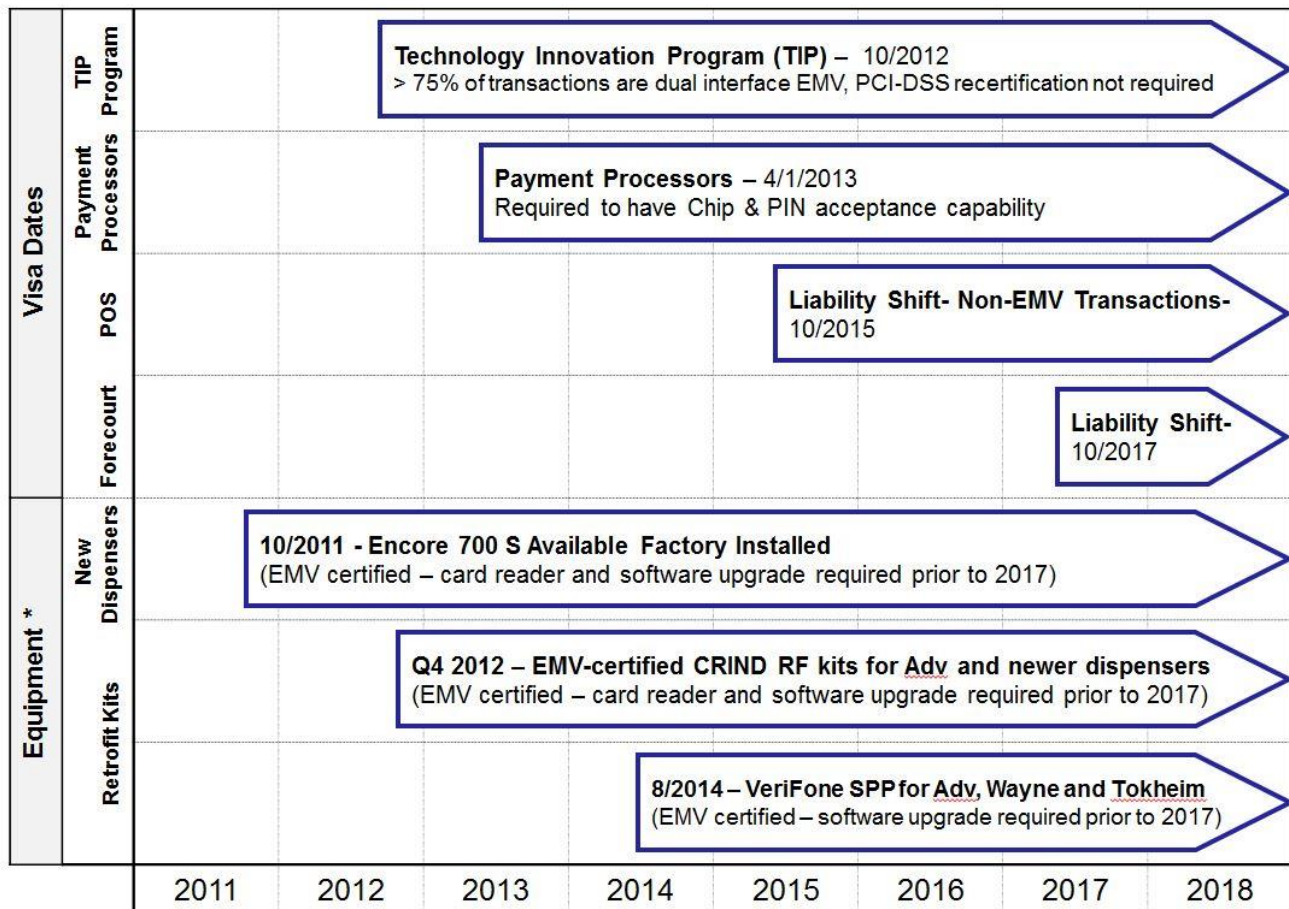
What are the benefits of EMV?

- > Improved security (with associated fraud reduction)
- > Finer control of credit card transaction approvals
- > Reduced charge-backs



What is the timing to implement EMV in the United States?

- > Beginning **October 1, 2012** (Visa) and **October 1, 2013** (MasterCard and American Express), if at least 75% of a retailer's payments occur on dual interface (i.e. - contact and contactless) EMV capable terminals, the card brand removes requirement for annual PCI-DSS recertification. .
- > By **April 1, 2013**, U.S. acquirer processors and sub-processor service providers are required to be able to support merchant acceptance of chip transactions
- > POS: **October 1, 2015**: liability shift for any in-store POS fraudulent transactions on non-EMV compatible terminals
- > Forecourt: **October 1, 2017**: forecourt liability shift for fraudulent transactions on non-EMV compatible terminals



*- Note: Based on known EMV specifications today. The US EMV specifications have not yet been announced.

Gilbarco Veeder-Root EMV-US Product Offering

The Encore 700 S and FlexPay II CRIND retrofit kits for Advantage and newer dispensers include an EMV-certified* CRIND platform

- > Superior merchandising with Gilbarco Veeder-Root Applause™ Media System and Applause™ TV with VNET capability
- > Enhanced and upgradeable security with PCI-UPT and EMV-certifications as standard offerings
- > Enhanced processor provides a platform for growth

Due to Gilbarco's partnership with VeriFone announced in August of 2014, Gilbarco also offers two versions of VeriFone's Secure PumpPAY which retrofits the Wayne Vista and Ovation series, Tokheim Premier B and C, and Gilbarco Advantage dispensers.

* **Note:** Based on known EMV specifications today. The US EMV specifications have not yet been announced.

FlexPay II CRIND



10.4" color screen
Large color screen for optimum consumer fueling experience

encrypted

encrypted



Secure PCI PED
Protects PIN entry; provides PCI and EMV compliance



Encrypting card reader
Mag-stripe and chip card protection from skimming and tampering

Secure PumpPAY



Secure Card Reader with 3-track magnetic stripe and EMV chip capability. 5.7 inch 1/4 VGA color display and high speed, high resolution 200 dpi printer

For details on upgrading the Gilbarco dispensers on your site to support EMV, please see:

[SP-3698](#) Gilbarco Dispensers and the Path to EMV

Announced U. S. EMV Migration Timeline

	Visa > Press Release	MasterCard > Press Release > Informational Website	Discover > Press Release	American Express > Press Release
2012	> October: TIP Program: If > 75% of retailer's payment transactions occur on EMV contact and contactless capable terminals, Visa removes requirement for annual PCI-DSS recertification.	> October: PCI audit fee relief takes effect	> 2013 EMV mandate for acquirers and direct-connect merchants in the U.S., Canada and Mexico. > Discover has stated they will align with previously established industry timelines- <i>"This industry alignment will streamline certification and deployment efforts and enable a manageable transition for all parties involved, including issuers, merchants and acquirers."</i>	> N/A
2013	> April: U.S. acquirer processors and sub-processor service providers are required to support merchant acceptance of contact and contactless chip transactions	> April: Acquirers and sub-processors mandate to fully process EMV transactions > October: Account Data Compromise (ADC) relief takes partial effect - Merchants processing 75% of card transactions through dual interface terminals will receive 50% ADC relief		> April: Processors must be able to support EMV chip-based contact, contactless, and mobile transactions > October: PCI-DSS reporting relief if > 75% of transactions at points-of-sale are EMV contact and contactless enabled
2015	> October: Liability shift for any in-store POS fraudulent transactions on non-EMV compatible terminals	> October: 1. ADC relief takes full effect (100%) 2. Liability hierarchy enacted for in-store purchases		> October: Fraud Liability Shift (FLS) policy that will transfer liability for certain types of fraudulent transactions away from the party that has the most secure form of EMV technology.
2017	> October: Liability shift for fraudulent transactions on non-EMV compatible terminals at fuel dispensers	> October: Liability hierarchy enacted purchases at automated fueling dispensers (AFDs)		> October: FLS for automated fueling dispensers (AFDs)