

EMV Chip Applications

A world of opportunities



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Overview:

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In the three years since publication of the first edition of this report there have been many significant developments in the field of EMV chip applications. Card issuers all over the world have been deploying large numbers of attractive card products using the added value applications described in the first edition. A completely new class of applications has emerged in the form of chip-based display cards, and industry interest in all forms of mobile payment solutions – many of which are enabled by EMV chip – is now intense. Perhaps the most important development however, has been the start of EMV migration in the USA.

This second edition of RBR's EMV Chip Applications report builds on the first edition to argue that there has never been a better time to take advantage of the opportunities that this new global EMV chip infrastructure presents for adding cost-effective, value adding applications to the EMV chip.

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