

Turkish Bank TEB Deploys World's First Information Display Card with Nagraid



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15, 2011 – Turkish bank TEB - a BNP Paribas subsidiary – launches world's first multi-function display card certified by MasterCard. This is the world's first solution to combine chip-secured payment, one-time password (OTP) authentication, and account information display all available in a single device at the fingertip of the cardholder. TEB is a pioneering bank serving close to 4.5 million card customers with its extensive array of innovative and technology-savvy products, 600 branches across Turkey, huge member merchant network with 140,000 POS machines and around 1,000 ATMs. The new TEB Display Card further enhances customer loyalty and ultimately increases transaction activity.

Delivered in collaboration with leading technology partner Nagra ID Security, TEB Information Display Card is the next-generation display card solution that offers the convenience of a regular EMV payment card together with authentication for e-banking security, and furthermore enables users to view their account and transaction details, all combined in a single standard-sized banking card. The card features a small display screen and touch-sensitive buttons, and by entering a PIN code to activate the device, cardholders can view their account information such as credit limit, balance, recent transactions, payment dates and loyalty program reward points.

Bulent Ersöz, Head of Card Business, TEB, said: "Our customers are already enjoying the benefits of Nagraid's first generation display cards and it was a natural step for us to progress to version more advanced product with additional functionalities. Innovation has always been a key success factor for TEB Card Business. TEB is the most rapid growing bank in Issuing and Acquiring Business for the last four years in Turkish market through its innovative strategies, products and services."

Hasan Erdal, Card Payment Systems Vice President and the Display Cards Project Leader in TEB, added: "TEB Information Display Credit Card is a revolution in the history of plastic bank cards, transforming them into friendly financial electronic devices while still maintaining the card thin form. The connection between the chip and the display unit on the card enables banks to deliver real time transaction and loyalty information to cardholders. TEB Information Display Card will innovatively enrich customer experience through its real-time display capabilities."