

Carolina Laurijssen
+44 (0) 207 795 5331
laurijssc@visa.com

VISA EUROPE | PRESS RELEASE

Visa Europe launches CodeSure Matrix Display card

CodeSure Matrix Display card supports local language and user interface preferences

LONDON, UK, 20 September 2011 – Visa Europe, Europe's leading payment system, today launched the CodeSure Matrix Display card, the latest addition to its CodeSure card range.

Built on the multi-channel authentication system offered by CodeSure, the Matrix Display card adds a fully customisable dot matrix display that supports local languages and non-Roman character sets. The card also has a smartphone-like 'soft touch' keypad and a highly visible power button that, combined with the new matrix display, helps banks customise the product to local language and usability preferences.

Designed to add security for consumers in Card Not Present (CNP) purchasing environments, the CodeSure range also incorporates contactless payments technology within a card that is the same size as traditional debit and credit cards.

The 'soft-touch' interface provides a more intuitive user-experience when pressing the keypad and offers banks great opportunities to issue CodeSure as a mass-market consumer proposition. As part of the CodeSure authentication system, cardholders are able to use services like Verified by Visa (VbV) without having to register or remember a static VbV password. The system can also be used for services like eBanking, telephone banking, transactions signing and access to third party services.

Riten Gohil, Business Lead for CodeSure at Visa Europe, said: "The CodeSure solution adds extra security for consumers in today's thriving online environment. As the latest addition to the family of cards, CodeSure Matrix Display proves our focus on using innovative technologies to help our member banks meet the needs of their customers, such as displaying prompts in local languages such as Greek, Turkish and German."

The Visa CodeSure Matrix Display card was jointly developed by Visa Europe and its technology partners, Emue Technologies and NagraID Security. It uses Emue's Mutual Authentication technology, which securely identifies the consumer and bank to each other during a transaction, alongside the manufacturing expertise, display and user interface technologies developed by NagraID Security.

Brendan McKeegan, CEO, Emue Technologies said: "Having supported the development of the security system that underpins CodeSure, we're pleased to see the addition of the Matrix Display card from NagraID Security to offer a fully customisable card and a touch keypad for a smarter user experience."

Cyril Lalo, CEO, NagraID Security said: "Working closely with Visa and Emue, Nagra ID Security's Innovation team lead by Philippe Guillaud has once again pushed the technology limits of the display card to develop a best in class product with CodeSure Matrix Display that the market will value for its balance of security and convenience in a standard Visa payment card."

Visa Europe will introduce the CodeSure Matrix Display card through a variety of projects ranging from medium-sized trials to large commercial projects over the coming months.

Note to editors:

The Visa CodeSure platform provides multi-channel authentication technology in a single convenient Visa card for consumers. Authentication is completed using CodeSure in three simple steps:

- When shopping online or logging in to an online banking service, the cardholder activates the authentication process by pressing the "Verified by Visa" option button on the card's keypad
- When prompted the consumer inputs their PIN into the keypad embedded in the card
- A unique one-time-passcode appears on the card's display, which is then used by the cardholder to authenticate a normal Verified by Visa transaction
- If using Mutual Authentication, a unique challenge code is provided by the bank to the consumer which confirms that they are talking to the genuine bank and in turn can enter their PIN into their card and provide a secure one-time code back so the bank can verify them.

About Visa Europe

In Europe, there are 430 million Visa debit, credit and commercial cards. In the 12 months ending March 2011 those cards were used to make purchases and cash withdrawals to the value of €1.6 trillion. 12.5% of consumer spending at point of sale in Europe is with a Visa card, and more than 70% of that is on Visa debit cards.

Visa Europe is owned and operated by more than 4,000 European member banks and was incorporated in July 2004. In October 2007, Visa Europe became independent of the new global Visa Inc., with an exclusive, irrevocable and perpetual licence in Europe. As a dedicated European payment system it is able to respond quickly to the specific market needs of European banks and their customers - cardholders and retailers - and to meet the European Commission's objective to create a true internal market for payments.

Visa enjoys unsurpassed acceptance around the world. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in over 200 countries.

For more information, visit www.visaeurope.com