



Gemalto accelerates EMV launch time for card issuers in the U.S.

October 02, 2014 09:07 ET | Source: GEMALTO SA

AUSTIN, Texas, Oct. 2, 2014 (GLOBE NEWSWIRE) -- As card issuers and retailers progress toward meeting the [October 2015 fraud liability shift](#), Gemalto (Euronext NL0000400653 GTO), the world leader in digital security, is expanding its EMV consulting service. Gemalto's U.S. consulting offer and [local personalization](#) sites are designed to address the growing demands of the US migration to chip technology. Customers benefit from Gemalto's experience as the leader in EMV chip deployments worldwide as cited by the recent The Nilson Report¹, a trusted source of global news and statistics about the payment industry. By leveraging Gemalto's consulting service, customers accrue a faster time-to-market and develop new business opportunities in advanced payments such as contactless EMV cards, Mobile EMV and NFC-based methods.

With a proven track record of providing consulting services to over 150 institutions in 52 countries, Gemalto accompanies its partners through the entire journey as they migrate to EMV. Gemalto's U.S.-based consultants work in-person with customers throughout the EMV deployment process, from defining their payment strategy to conducting technical workshops to launching an operational pilot program. Along the way, Gemalto consultants will build in completely customized services based on customer size and needs, including card personalization, design and fulfillment. Gemalto consultants have in-depth knowledge of certification and testing requirements for EMV, the distinct regulations around credit and debit cards, and the impact and timelines of technical decisions on future technologies.

"As EMV is being rapidly deployed in the U.S, our consulting services are designed to provide a thorough understanding of the EMV ecosystem so our customers are prepared and focused on providing the highest levels of security and service to their consumers," said Bertrand Knopf, Senior Vice President of Secure Transactions for North America at Gemalto. *"With over 10 years of experience in EMV deployments and four billion EMV cards worldwide, Gemalto's expertise in all forms of EMV including contact, contactless, and Mobile EMV lends itself to the comprehensive, U.S.-centric portfolio of platforms and services from consulting to personalization."*

For more resources on EMV: www.gemalto.com/emv and www.thatsemv.com .

¹ http://www.nilsonreport.com/publication_chart_of_the_month.php

About Gemalto

Gemalto (Euronext NL0000400653 GTO) is the world leader in [digital security](#) with 2013 annual revenues of €2.4 billion and more than 12,000 employees operating out of 85 offices and 25 research and software development centers, located in 44 countries.

We are at the heart of the rapidly evolving digital society. Billions of people worldwide increasingly want the freedom to communicate, travel, shop, bank, entertain and work - anytime, everywhere - in ways that are enjoyable and safe. Gemalto delivers on their expanding needs for personal mobile services, payment security, authenticated cloud access, identity and privacy protection, eHealthcare and eGovernment efficiency, convenient ticketing and dependable

machine-to-machine (M2M) applications. We develop secure embedded software and secure products which we design and personalize. Our platforms and services manage these products, the confidential data they contain and the trusted end-user services made possible.

Our innovations enable our clients to offer trusted and convenient digital services to billions of individuals. Gemalto thrives with the growing number of people using its solutions to interact with the digital and wireless world.

For more information visit www.gemalto.com, www.justaskgemalto.com, blog.gemalto.com, or follow us [@Gemalto_NA](https://twitter.com/Gemalto_NA) on Twitter.

Gemalto Media Contacts:

Nicole Williams
North America
+1 512 758 8921
Nicole.Williams@gemalto.com

HUG#1860344

Easily Send & Share Press Releases

- [Home](#)
- [Newsroom](#)
- [RSS Feeds](#)
- [Send Releases](#)
- [Regulatory Filings](#)
- [Privacy Policy](#)

© 2014 GlobeNewswire, Inc. All Rights Reserved.

ABOUT US

GlobeNewswire, a NASDAQ OMX company, is one of the world's largest newswire distribution networks, specializing in the delivery of corporate press releases financial disclosures and multimedia content to the media, investment community, individual investors and the general public.

CONTACT US

Corporate Headquarters

5200 W. Century Blvd.
Suite 890
Los Angeles, CA 90045
Phone: (800) 307-6627
Fax: (800) 307-3567

European Headquarters

Nikolaj Plads 6
P.O. Box 1040
Copenhagen, Denmark
Phone: +45 33 77 03 77
Fax: +45 33 12 86 13