



daily/)

MasterCard Turns Your Credit Card Into Mobile Device

by Erik Sass (/publications/author/1080/erik-sass/), Yesterday, 11:59 AM

Recommend (3) Comment (2)

136 SHARES

(/publi

Yes, you read that headline right. While everyone's talking about mobile payments technology that can turn your mobile device into a credit card, MasterCard is turning the trend on its head with technology that turns your credit card -- the actual physical piece of plastic -- into a mobile device with an array of interactive functions.

MasterCard is creating the interactive cards in collaboration with Dynamics, which is receiving a \$70 million investment from the credit card giant and other institutional investors in a Series C round of funding. The cards include features like buttons, LEDs, and digital displays, enabling interactive functions like switching between credit and debit cards, choosing different loyalty programs, and using different currencies for international travelers. Perhaps most important, the new interactive functions will enable some nifty new security features, including keypad codes to unlock the card and a magnetic stripe that can "rewrite" itself between uses.

Carlos Menendez, MasterCard's group executive for global credit and debit products stated: "We see a future where every device becomes a commerce device. This not only includes a shift in mobile-based payments, but also a move from 'static' plastic to 'dynamic' interactive payment cards and systems."

Mobile payments facilitated by smartphones are set to soar from \$50 billion this year to \$142 billion in 2019, according to Forrester, with in-person mobile payments (for example, at retail checkouts) jumping from \$3.4 billion to \$34 billion over the same period. Still, security remains an issue. A recent survey from eBay Enterprise found that 42% of consumers said they worried about the security of mobile e-commerce transactions this year, up from 34% in 2013.

In that context, it's worth noting that the total volume of payments on U.S. credit, debit, and prepaid cards, including mobile and good old-fashioned plastic, is set to increase from \$4.2 trillion in 2012 to \$7.2 trillion in 2018, according to the Jan. 2014 forecast from the Nilson Report. Crunching the numbers somewhat unscientifically, that suggests mobile's share of those transactions will increase from 1.2% to 2% over the same period.

Tags: mcommerce (/publications/tag/mcommerce/), mobile (/publications/tag/mobile/), mobile payments (/publications/tag/mobile-payments/)

ERIK SASS (/publications/author/1080/erik-sass/)

Erik Sass is a Reporter of Media Daily News and Social Graf at MediaPost. You can reach Erik at eriksass@gmail.com.

Contact MediaPost Editorial (/publications/masthead/)



(http://adserver.adtechus.com/?adlink/5297/1407818/0/170/AdId=6150175;BnId=1;itime=260

Subscribe to Mobile Marketing Daily

enter your email address

More from MoBlog (/publications/moblog/)

Study: Cell Phones (Likely) Don't Cause Cancer (/publications/article/239880/study-cell-phones-likely-dont-cause-cancer.html)

MasterCard Turns Your Credit Card Into Mobile Device (/publications/article/239802/mastercard-turns-your-credit-card-into-mobile-devi.html)

Black Friday, White Noise: Can Marketers Stand Out From The Deafening Din? (/publications/article/239629/black-friday-white-noise-can-marketers-stand-out.html)

Mobile Paid-Search Revenue Will Pass Desktop's Next Year (/publications/article/239591/mobile-paid-search-revenue-will-pass-desktops-nex.html)

Facebook TV Chatter Skews Female And Toward Scripted Programming (/publications/article/239459/facebook-tv-chatter-skews-female-and-toward-script.html)

Spanish-Language Programs Thrive On Mobile (/publications/article/239390/spanish-language-programs-thrive-on-mobile.html)

Today's Most Read Stories

Obama On 'Colbert': Comedian In Chief Jokes

2 comments about "MasterCard Turns Your Credit Card Into Mobile Device".

Leonard Zachary (/people/equitystep/) from **EquityStep**, December 9, 2014 at 1:41 p.m.

Take the Coin concept, <https://onlycoin.com/>, and Dynamics interface and you now have the SuperCard. Question: which format will win? The mobile device or the credit card with mobile-like gizmos?

Ryan Adami (/people/RyanAdami6401/) from **Geary LSF Group**, December 10, 2014 at 11:48 a.m.

Yes, very much a ripoff of Coin.. We'll see..

Leave a Comment

Sign in to post your comment. Not a member? [Join here for free](#) (/register/?next=/article/239802/mastercard-turns-your-credit-card-into-mobile-devi.html#reply)

Username

Password

Remember me

[Forgot your password?](#) (/password-reset/)

More Top Stories



Walgreens Offers Virtual Doctor Visits Via App

Posted 3 hours ago by Sarah Mahoney to Marketing Daily (/publications/article/239882/walgreens-offers-virtual-doctor-visits-via-app.html)



People Are Even More Dependent On Phones

Posted 2 hours ago by Aaron Baar to Marketing Daily (/publications/article/239885/people-are-even-more-dependent-on-phones.html)



Publicis Groupe Extends Sapient Tender Offer, Prices \$1.6B Bond Offering To Fund It

Posted Yesterday, 12:52 PM by Steve McClellan to MAD (/publications/article/239811/publicis-groupe-extends-sapient-tender-offer-pric.html)

While World Burns (/publications/article/239757/obama-on-colbert-comedian-in-chief-jokes-while.html)

Marketers Could Lose \$6.3 Billion To Bots In 2015 (/publications/article/239735/marketers-could-lose-63-billion-to-bots-in-2015.html)

In-N-Out, T.G.I. Friday's Top 'Customer-Centric' Restaurant Rankings (/publications/article/239829/in-n-out-tgi-fridays-top-customer-centric-r.html)

Google AdX Tops RTB Quality Index (/publications/article/239831/google-adx-tops-rtb-quality-index.html)

MasterCard Turns Your Credit Card Into Mobile Device (/publications/article/239802/mastercard-turns-your-credit-card-into-mobile-devi.html)

Archive

December 2014 (/publications/mobile-marketing-daily/2014/12/)

November 2014 (/publications/mobile-marketing-daily/2014/11/)

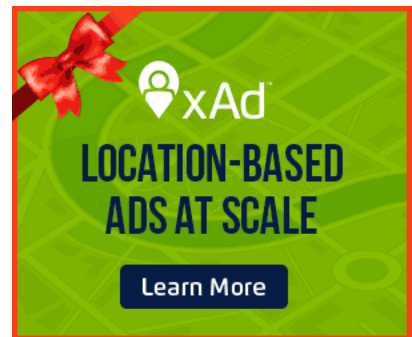
October 2014 (/publications/mobile-marketing-daily/2014/10/)

September 2014 (/publications/mobile-marketing-daily/2014/09/)

August 2014 (/publications/mobile-marketing-daily/2014/08/)

July 2014 (/publications/mobile-marketing-daily/2014/07/)

[All Archives >](#)



(<http://adserver.adtechus.com/?adlink/5297/3233016/0/170/AdId=6150175;BnId=1;itime=260>)

Safari Power Saver
Click to Start Flash Plug-in



Do you have a clear picture of your consumer?



[About MediaPost](#) (/about/) | [MediaKit](#) (/mediakit/) | [Contact Editorial](#) (/publications/masthead/) | [RSS Feeds](#) (/publications/feeds/) | [Sitemap](#) (/sitemap/) | [Privacy/Terms & Conditions](#) (/privacy/)

©2014 MediaPost Communications. All rights reserved.
15 East 32nd Street, 7th Floor, New York, NY 10016
tel. 212-204-2000, fax 917-591-3261, feedback@mediapost.com (<mailto:feedback@mediapost.com>) [Google+](#)
(<https://plus.google.com/110488724564818521433>)

ads powered by
ADTECH