



March 10, 2015

Financial Institutions Can Launch EMV™ Chip Cards More Quickly and Less Expensively with New Solution from Fiserv

- ┆ Financial institutions can leverage Fiserv standard EMV™ chip card configurations to simplify the transition to EMV chip-enabled cards
- ┆ Pre-approved plastic designs and streamlined testing can result in significant time and cost savings
- ┆ Both debit and credit cards are available

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today the availability of The Card Collection™ from Fiserv for chip cards. As an alternative to ordering custom plastic and deploying a custom chip-card configuration, this new solution allows financial institutions using the Fiserv standard chip card configurations to more quickly and less expensively transition to chip cards.

Using The Card Collection, financial institutions will be able to select from many pre-approved, popular card designs that include both a magnetic stripe and a chip. Credit and debit cards on the Visa® or MasterCard® payment platforms are available.

"Ordering custom plastic and the process to certify and deploy custom chip card configurations is complex, costly and time consuming," said Jorge Diaz, president, Output Solutions, Fiserv. "Further, managing inventory to ensure that chips do not expire while ensuring that inventory is sufficient to meet demand is difficult. Additionally, it can take up to 16 weeks to manufacture custom plastic. The Card Collection offering from Fiserv is designed to address these issues for our customers."

Fiserv is helping its clients simplify the transition to EMV chip-enabled cards by offering an integrated, compliant and cost effective path to EMV debit and credit card issuance. Fiserv has worked with Visa and MasterCard to develop standard EMV chip card configurations suitable for most debit and credit card programs. These standards comply with Visa and MasterCard requirements for the U.S. market. By leveraging these standards, clients can take advantage of The Card Collection pre-approved plastic designs and streamlined testing with the card associations, thereby achieving significant cost and time savings associated with developing, certifying and testing a new script and building a custom program.

The Card Collection for chip cards provides cost and implementation time savings to financial institutions with no minimum orders, no creative costs to develop designs, no upfront inventory costs or risk of chips expiring and no management of card personalization keys.

"This is another step in the clear path that Fiserv is creating for card issuers to confidently and expeditiously migrate to EMV chip cards as the October 2015 liability shift deadline draws near," said Diaz. "The Card Collection eliminates the complexity and makes economic sense."

Plastic procurement and card personalization are just part of the broad Fiserv chip card solution which includes strategic guidance, transaction processing, risk management and consumer and financial institution education. Fiserv can guide clients through every step of the migration process.

For more information on chip card solutions from Fiserv, visit <https://www.fiserv.com/emv>.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leader in financial services technology and one of FORTUNE® magazine's World's Most Admired Companies. Fiserv enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

EMV is a trademark owned by EMVCo LLC.

Media Relations:

Julie Nixon
Senior Public Relations Manager
Fiserv, Inc.
678-375-3744
julie.nixon@fiserv.com

or

Additional Contact:

Ann Cave
Director, Public Relations
Fiserv, Inc.
678-375-4039
ann.cave@fiserv.com

Source: Fiserv, Inc.

News Provided by Acquire Media