



The Future of Payment is Mobile

Market Trial Fact Sheet for Merchants

Introducing the Visa® Mobile Payment Platform Market Trial

The Visa Mobile Payment Platform in Canada will offer Visa cardholders the ability to make contactless payment transactions with their cell phones. Using Near Field Communication (NFC) technology, the Visa Mobile Payment Platform allows a cell phone specially programmed with the Visa payWave™ contactless payment application to communicate with a secure contactless reader to complete a Visa card transaction.

Visa Canada is working with RBC and Rogers to conduct a mobile payments market trial beginning in downtown Toronto in early 2009.


Merchants who accept Visa payWave contactless payments will also be able to accept Visa mobile payments. Similar to Visa cards with the Visa payWave feature, your customers simply wave their cell phone with the Visa payWave application in front of a secure contactless reader at checkout and the transaction is completed in less than a second.

Visa mobile and contactless payments are ideal for merchant outlets with high volumes of customers where speed of service is essential.


How does a Visa mobile payment work?

- > The customer waves a cell phone specially programmed with the Visa payWave application in front of a secure contactless reader at the check-out counter.
- > The Visa payWave application wirelessly transmits the payment data directly to the contactless reader to complete the Visa mobile payment transaction.
- > The reader will indicate when the transaction has been processed. The customer simply follows the prompts on the reader.
- > Merchants are not required to provide a transaction receipt unless one is requested by the customer.


The cardholder simply...



1) Looks for this symbol at checkout.



2) Waves their cell phone, specially programmed with the Visa payWave application, in front of a secure contactless reader. The reader will indicate when the transaction has been processed.



3) Collects their purchases and goes. If they want a receipt, they simply request one.



Is the Visa Mobile Payment Platform secure?

- > The Visa Mobile Payment Platform leverages the security benefits of both chip and NFC technologies, providing you and your customers with a secure contactless payment solution.
- > NFC is designed for very short-range communication (under four centimetres) to ensure that transactions are secure and that the user is in control of the process, including their personal data, at all times.
- > Only Visa secure contactless readers can process payment data from cell phones specially programmed with the Visa payWave application.

What are the benefits of the Visa Mobile Payment Platform?

- > *Greater speed and convenience* — your customer simply waves their cell phone with the Visa payWave feature in front of a secure contactless reader. With no more fumbling for cash and no customer signature or PIN required, you'll see faster service at check-out, shorter lines and less abandonment. Studies have shown lines to be reduced by as much as 23%,¹ resulting in higher turnover at the point-of-sale.
- > *Cost savings* — faster service translates into increased efficiency and cost savings, while less cash handling helps reduce the costs of cash management and slippage.
- > *Higher average ticket size* — consumers surveyed typically spend more when using cards than paying with cash, with an average incremental ticket size increase of 22% versus cash.²
- > *Enhanced security* — the Visa Mobile Payment Platform provides you and your customers with a secure contactless payment solution that leverages the security benefits of both chip and NFC technologies.
- > For most merchants, a Visa payWave secure contactless reader simply connects to your existing chip-reading POS terminal.

For more information visit www.visa.ca/en/merchant.

¹ Visa Taiwan Visa Wave Issuers & Acquirers Monthly Member Contactless Sales Transactions Report, 2005-07.

² Visa Asia Pacific, Malaysia Pilot Results, 2006.