

# PAYMENTS NEWS

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## **ViVOtech Launches ViVOpay 8100e**

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ViVOtech, the leader in Near Field Communication (NFC) mobile payments, loyalty and marketing applications and contactless readers, announced the ViVOpay 8100e, a next-generation PCI 2.1-certified consumer-facing payment device enabled with contactless NFC payment and promotion technology as well as, EMV Chip and PIN and Mag Stripe capabilities. The new countertop device enables merchants in Europe, the Middle East, Asia, Canada and Latin America to accept EMV smart cards, Contactless and Mag-Stripe cards, and handset-based NFC mobile payments as well as to deliver personalized mobile loyalty and marketing programs to their customers. The product was unveiled at the Cards Asia Show 2010 in Singapore.

"The ViVOpay 8100e is a game-changing point-of-sale payment device that will allow consumers to be in control when making payments as well as to take advantage of real-time loyalty and personalized coupons using their mobile handsets. The result will be better security, richer services, and faster movement through checkout lines."

"The widespread use of increasingly powerful mobile phones is changing how consumers expect to shop and pay," said Mohammad Khan, president and founder of ViVOtech. "The ViVOpay 8100e is a game-changing point-of-sale payment device that will allow consumers to be in control when making payments as well as to take advantage of real-time loyalty and personalized coupons using their mobile handsets. The result will be better security, richer services, and faster movement through checkout lines."

With the ViVOpay 8100e, consumers simply insert, swipe or tap their payment cards, or tap their mobile phones, to pay or electronically redeem a coupon or discount voucher. The device also accepts PIN entry for secure debit transactions. ViVOtech's mLoyalty software allows merchants to deliver personalized coupons and offers to their customers' existing as well as NFC enabled mobile phones, driving more traffic to their stores and creating upsell opportunities.

Interfacing with the most popular POS and ECR systems, the ViVOpay 8100e also allows merchants to future-proof their investment to serve an increasingly mobile-savvy consumer base, Features include:

PCI 2.1 certification: Highly secure PIN pad provides protection from obsolescence beyond 2014.

Integrated mobile payments and promotions module: Built-in support for NFC mobile payments, marketing and loyalty programs.

Support for multiple transactions: Enables both Chip and PIN and signature-based credit and debit transactions using mag-stripe, contactless ISO 14443, MiFare and NFC.

Remote download: Post-deployment firmware updates via remote download eliminate the need for additional hardware or device resetting.

Customer-friendly keypad: Compliant with standards for the visually disabled, with a recessed keyboard providing maximum privacy.

The device is equipped with a powerful 32-bit ARM9 processor, Linux operating system, 16MB Flash, 32MB SDRAM, 2MB Data Flash, and high-capacity memory as well as integrated EMV smart card, contactless NFC and mag-stripe readers.

ViVOtech ([www.vivotech.com](http://www.vivotech.com)) is the leading end-to-end enabler of next-generation mobile payments, loyalty and marketing solutions. ViVOtech provides mobile payment solutions, mobile marketing and loyalty applications software for existing as well as Near Field Communication (NFC) enabled mobile handsets, Over-The-Air (OTA) provisioning infrastructure software, NFC smart posters and contactless terminals. ViVOtech's products are used by most prominent retailers all over the globe; the company has shipped over 660,000 contactless and NFC payment terminals to more than 35 countries. In 2009, ViVOtech received the prestigious Frost and Sullivan North American Smart Cards Product Line Strategy of the Year Award. In 2010, ViVOtech won 2010 Mobility Award for its NFC mobile ViVOWallet software. ViVOtech's investors include Citi, First Data Corporation, Motorola Ventures, NCR and Nokia Growth Partners.