

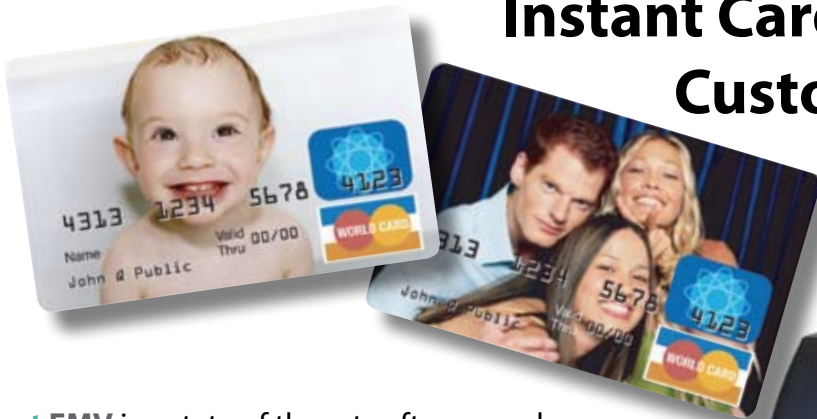
Just imagine walking into a branch to open an account and leaving minutes later with a fully functioning, fully personalised Credit, Debit, ATM, Pre-Paid or Gift card, having chosen your own PIN number.

Now imagine that the card is personalised to an individual customer's design, such as a picture of their baby, dog or friends.

Instant Card Issuance

Customer Select PIN

Custom Card Design



Instant EMV is a state of the art software and hardware solution for the instant issuance of EMV multi-application cards at branch and retail locations.

Designed to work with your system, **Instant EMV** can be integrated with any card management or back office system.

Instant EMV can be used to issue any kind of chip or magnetic stripe card with payment, loyalty, healthcare, ID, e-purse, contactless or dual interface applications in one pass.

Works with THALES P3 Server which is the worldwide de facto standard for EMV data preparation.

TCP/IP networking standard is used to connect all card issuing locations to a central server which communicates with P3 and your CMS to exchange data to produce customers' cards within a few minutes.

Instant EMV works seamlessly with **MagTek ExpressCard 1000**, the only fully EMV compliant card personalisation device that supports:

- Full colour printing on the front and rear of the card.
- Front Emboss.
- Front and rear indent.
- Inherent security to exceed the Visa and Mastercard guidelines for instant issuance.
- Secure storage of consumables and card stock with **Express-Safe**.





Benefits for Card Holders:

- Your own custom card design
- Start shopping immediately
- No more waiting for the card in the post
- No more waiting for the PIN Mailer in the post
- No more trips to the ATM to change the PIN
- No more calls to the card activation call centre
- Increased confidence in security of card delivery

Benefits for Card Issuers:

- A real marketing advantage over competitors
- Superb customer service that will really get people talking
- Ideal for corporate branded cards
- Guaranteed delivery to card holder – no more stolen cards from the post
- Huge opportunity to reduce card fraud with customer photo and signature printing
- Visible Customer Service Opportunity
- The opportunity to train card holders on secure card use and other card services at the point of delivery
- Reduced postage costs
- Reduced card activation call centre costs
- Reduced PIN change costs
- Reduced cost for replacement cards
- Huge reduction in dormant accounts – with the correct PIN, instantly issued with a custom design, the customer will choose to use this card first

Innovative
New
Secure
Tried and Tested
Adaptable
Next-Generation
Tangible
Easy
Manageable
Viable

“ They gave me my card in the branch itself, issued with my PIN of choice. It felt such a secure way to deliver my card. I could use it immediately and the design is my own. It’s fun to use and a real talking point with my friends. ”