



Gemalto Contactless MiniTag

Making payment fun: discover the full potential of contactless payments

Contactless payments are sweeping the world and generating plenty of new exciting opportunities. But do you know how to make the most of it and how you can integrate this technology into your innovation strategy? Exploit the convenience and simplicity of contactless with a little help from the latest form factors, all of which are playing a vital role in revolutionizing the payments world.

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Moving into a mature market

Are you happy with your contactless strategy? Have you identified areas where you could improve, drive deployments and promote innovation?

Now is your chance to enhance and expand your contactless offering as consumers become more comfortable with the technology. There's a whole raft of ways you can show them that you offer something really exciting and that also drives the adoption of the technology. And, as contactless moves into the mainstream, there are growing opportunities to target fresh customer segments and penetrate new payments market sectors. Are you ready to lead the race?

Capitalizing on contactless

The great thing about contactless is that it is not a technology that's been imposed on consumers without their say. In fact, they love the added convenience and functionalities that the technology delivers and the way that new form factors – such as contactless wristbands – work. The technology is fun, easy to use, reliable and innovative. Just hold your device in front of the contactless reader and you are good to go! It makes it appealing to a vast range of different consumer groups. And because it is so easy to personalize, it provides new ways for consumers to stand out from the crowd and express their individuality, changing payment into an accessory rather than just a commodity.

To ensure you get out of the starting block ahead of the pack you need to come up with innovative solutions that boost your company's image and position it as a high-tech organization. But it is not just about image. You also want to be able to



target new customer segments, such as young people and sports fans, and capitalize on business opportunities in emerging sectors such as stadiums or corporate events.

Designed for every good moment in life

Wearable technology is edgy, fun, secure and simple. It is the perfect companion for many daily situations where your customers do not want to carry a wallet or cash, for example:

- > Day-to-Day usage: by using it as both a banking card and a transportation card for every day purchases,
- > Music festival and concert: no need to carry a wallet, just enjoy the music,
- > Sports and Stadium: wear the team color and use it for transportation and access to the stadium and to quickly buy drinks during half time

What's more, these devices can be used almost everywhere after the event to make payments at hundreds of thousands of retailers as it is based on open-loop EMV.

Gemalto solution

Gemalto supports your move into contactless wearable technology.

Certified by all major payment schemes, it is a great vehicle for open-loop EMV payment for added security and better acceptance. The product can also be used for other applications such as access, transport or social media experiences.

The Gemalto Contactless MiniTag is a mini contactless card with an integrated antenna designed to be inserted in wearable devices such as a wristband or keyfob. It is a complete solution offering all the functionalities of an EMV contactless card but in innovative and fun formats.



With MiniTag you can be confident that your strategy addresses the many potential contactless market opportunities that are coming on stream, putting you in pole position when it comes to making payments fun.