

# VISA

## EMV<sup>®</sup> Chip News

May 7, 2020

### Getting Started on Quick Chip or Contactless Chip Frequently Asked Questions

#### Visa offers free tap to pay signage for merchants

As the global outbreak of COVID-19 continues to evolve, one of the key points of focus for merchants is reducing the need for customers to interact physically with POS terminals. Contactless enabled merchants may encourage consumers to pay with a tap to reduce exposure for their employees and customers.

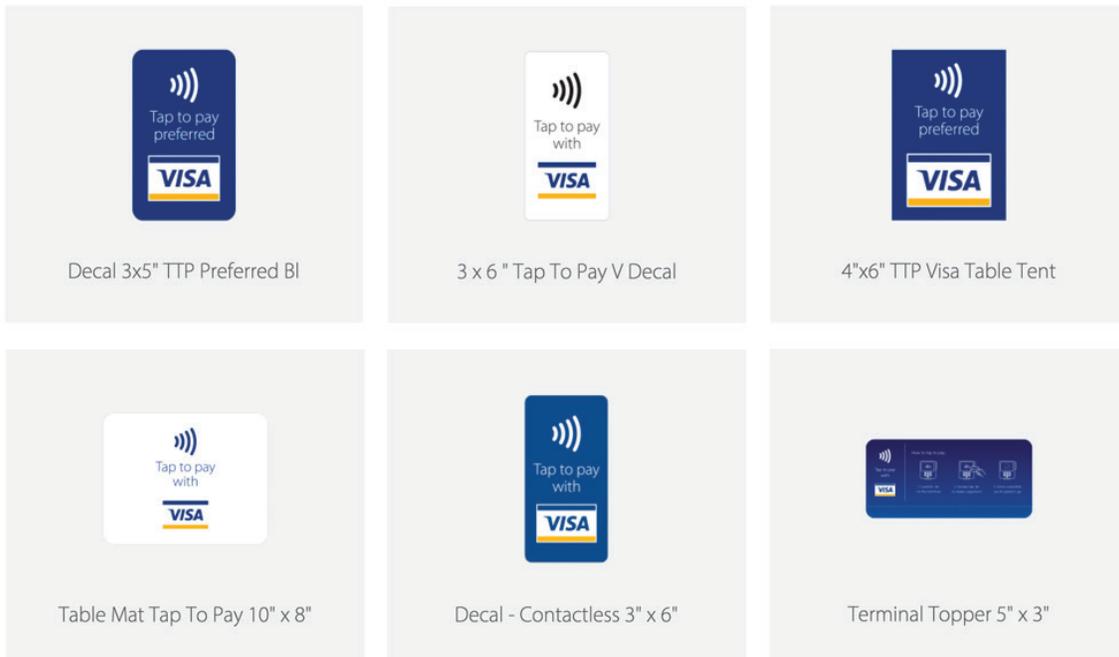
For years, Visa has made POS signage available to merchants for free. Now, in addition to branded tap to pay signage, Visa has created brand agnostic signage that features a stronger call to action to encourage customers to tap to pay. Merchants can order a variety of signage materials from the [Visa Merchant Signage Fulfillment site](#) at no cost.

#### Tap to pay branded merchant signage is available

Downloadable assets are available [here](#)



#### Tap to Pay – Branded

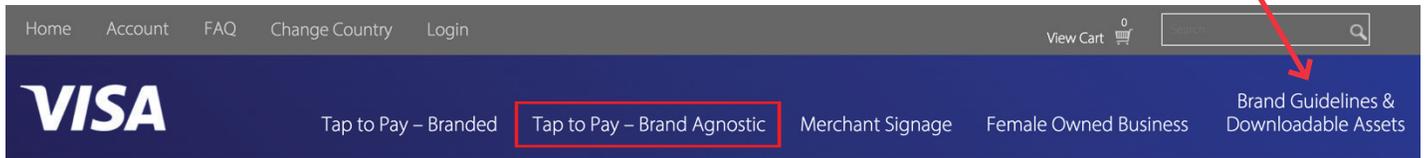


## Merchants can order a variety of materials

Brand agnostic and branded tap to pay signage materials available for merchants to order include:

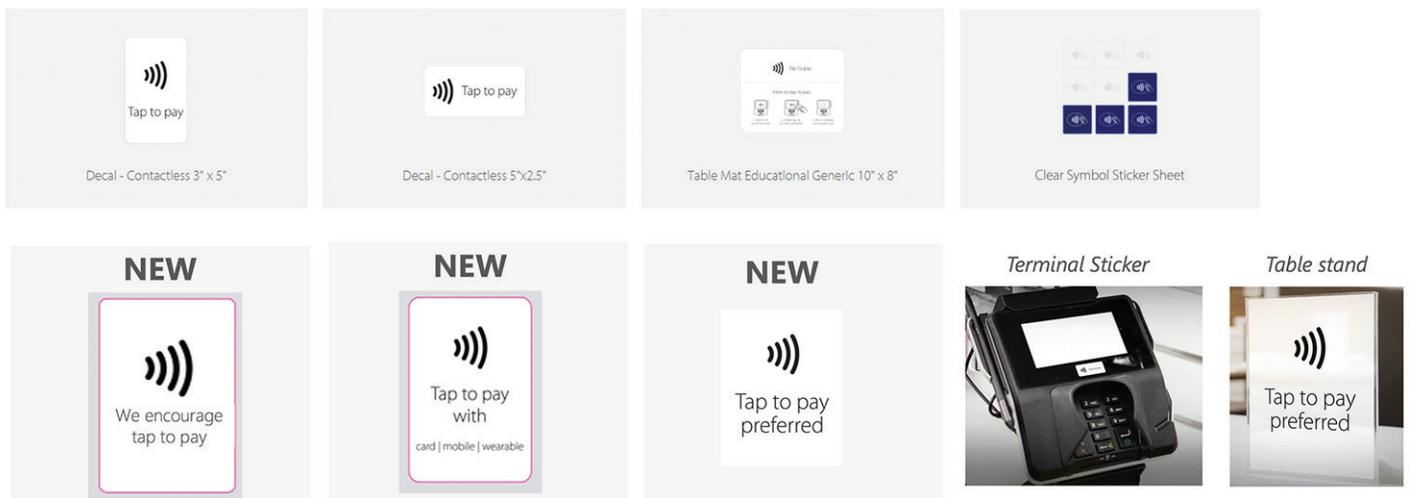
- Door decals
- Terminal stickers
- Table stands
- Table mats

Downloadable assets are available [here](#)



### Tap to Pay – Brand Agnostic

Brand Agnostic Tap to Pay materials will be available in mid-May



Merchants that have not yet enabled contactless payments but would like more information about how tap to pay can help their business, Visa has several resources available.

For more information on deploying Tap to Pay, visit the [Contactless Payments page](#) on Visa.com.

#### Inquiries and Additional Resources

For inquiries or questions, please contact [VisaTechPartnerships@visa.com](mailto:VisaTechPartnerships@visa.com).

In the meantime, please visit these Visa chip sites for more information about EMV:

[Visachip.com](https://www.visachip.com)

[Visa Technology Partner](#)

EMV Testing and Certification White Paper: [Current Global Payment Network Requirements for the U.S. Acquiring Community](#)

US Payments Forum White Paper: [EMV Level 3 Contactless Certification Recommended Solutions to Reduce Deployment Time](#)

#### Visa Approval Services

Refer to Approval Services monthly approved products lists for chip payment devices that were granted Letter of Approval (LOA) upon completion of Visa's contactless Level 2 kernel testing and approval process. The complete list is available on Visa Technology Partner website at: <https://technologypartner.visa.com/Testing/TestMaterials.aspx>

For any other questions on the Approval Services' testing and approval process for contactless chip payment devices, please contact [ApprovalServices@visa.com](mailto:ApprovalServices@visa.com).