

## PRESS RELEASE

### **TAG Systems supplies Dual Interface technology to the larger Finnish payment scheme**

**Helsinki, October 24, 2011.** Luottokunta the leading card payment service provider in Finland rolls out the first Dual Interface EMV cards in the country. The project consists of the deployment of Visa Electron payWave cards that will compete with the actual Finnish luncheon vouchers. TAG Systems Finland Oy a subsidiary of TAG Systems Group is providing the technical know-how for the implementation of the project built on a TAG Systems' Java based Dual Interface card.

The new luncheon card will use Visa Electron payment platform, customers will then potentially be able to use it in one of the ten thousand restaurants and eateries across Finland that currently accept Visa Electron cards. The luncheon card supports three modes of payment, traditional magnetic strip, chip and a PIN and contactless. The contactless functionality introduces a new convenient way of payment to cardholders that will only need to wave their card in front of a contactless card reader to pay for their small volume purchases. The payment process with Visa payWave is made in few seconds without the need for a PIN, faster than paying with cash with the security of a card.

Compared with the luncheon vouchers, the card has clear advantages, it will have the cardholder's name printed on it; if lost or stolen, it will be inactivated and its remaining balance transferred to a new card. The card can also be recharged with a desired amount of credit at any time.

Luottokunta CEO **Heikki Kapanen** estimates that the luncheon card will quickly gain popularity and will overtake the luncheon voucher in a couple of years' time. The voucher, however, continues to be a good alternative for temporary employers, such as summer jobbers.

**Jarmo Rouhiainen**, CEO of TAG Systems Finland OY states: *"TAG Systems is proud to provide technical expertise together with our Java based Dual Interface products and personalisation services to launch this project with Luottokunta in Finland. At the same time this is the first Visa branded EMV prepaid card scheme on Finnish market as well as the first DI EMV cards providing the card holders with "tap-and go" contactless payment experience. Luottokunta as the leading payment services house in Finland is paving the way for the other financial institutions to follow in introducing contactless EMV into Finnish market. We will see several other issuers issuing DI products within next six months says Rouhiainen."*

TAG Systems Group is a European card manufacturer and smart card-based solutions provider with headquarters and production site in Andorra and regional service centres and sales in Spain, Finland, Norway and Poland.  
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