

# Visa payWave FOR MERCHANTS



## FREQUENTLY ASKED QUESTIONS

### Visa payWave offers you a wide range of benefits:

Decreases transaction time, speeds lines and lowers abandonment

Reduces the costs of cash management and slippage due to less cash handling

Attracts new customers and builds loyalty due to added speed and convenience

Here are just a few of the contactless terminals available:



Hypercom Optimum M4100



Ingenico i6780



VeriFone MX870

**What is Visa payWave?** Visa payWave is a payment feature that provides a way for customers to use their Visa cards. With Visa payWave, your customer simply waves their card within one-to two inches of a secure reader at checkout, instead of swiping it or handing it to a cashier. Every other aspect of the transaction is handled in the same way as with traditional purchase methods.

**How will accepting Visa payWave benefit my business?** Besides offering ease and convenience to your customers, Visa payWave promises powerful returns for you. Customers won't have to swipe their cards nor fumble for cash and coins, which increases checkout speed while reducing lines—both in-store and at drive-through windows. In addition, transactions that are under \$25 at participating merchants<sup>1</sup> do not require a signature, significantly speeding up the payment process. Merchants will also benefit as Visa payWave payments reduce the cost of cash management and slippage by decreasing the amount of cash handling.

**How does Visa payWave work?** A special chip embedded in the card with Visa payWave transmits the payment information securely to the terminal reader by radio frequency. The cardholder's account is charged, and the purchase is processed in the same manner as a swiped transaction. The cardholder does not need to swipe their card or let it out of their possession.

To confirm that a customer has Visa payWave, just look for this symbol on their card: )))



**STEP 1:**  
Customers look for this symbol at checkout.



**STEP 2:**  
Customers wave their card with Visa payWave in front of the secure reader. The reader will indicate that their transaction has been processed.



**STEP 3:**  
Customers collect their purchases and go. If they want a receipt, they will just ask.



### What are the liabilities associated with accepting Visa payWave payments?

Visa payWave payments offer the same security protection that you find with traditional Visa payments. If you are registered with Visa, you will be protected from charge-backs relating to no signature on qualifying transaction types.

**Is using Visa payWave secure for my customers?** Cards with Visa payWave offer the same security as all Visa cards, including Zero Liability<sup>2</sup> for unauthorized purchases. And thanks to multiple layers of security, Visa payWave transactions are just as secure as magnetic-stripe transactions and are processed through the same reliable payment network. Each time a Visa payWave payment is made, a unique transaction code is generated, which has to be verified through the reader before a





Traditional Visa Card



Visa Mini Card



Visa Micro Tag

transaction can be completed. In addition, because the card never leaves the cardholder's hand and a checkout terminal can process only one card at a time, transaction errors are minimized.

**Can card information be read without the cardholder knowing it?** Cards with Visa payWave need to be waved within one–two inches of a secure reader and correctly oriented in order to be read. Only the secure readers at authorized merchants can process the information on Visa cards with Visa payWave. In addition, checkout terminals can only process one payment transaction at a time, minimizing transaction errors.

**What payment devices are available with Visa payWave?** With a choice of payment devices—the Visa card, Visa Mini Card and now the Visa Micro Tag—Visa continues to deliver unique payment solutions designed to satisfy the needs of a broad spectrum of cardholders.

#### Visa Mini Card with Visa payWave

The Visa Mini Card is the first Visa payWave alternative device designed for cardholders who are looking for flexibility as well as convenience.

- Measures half the size of a traditional payment card
- Features both Visa payWave and magnetic-stripe functionality
- Easy to carry on a key ring

#### Visa Micro Tag

The Visa Micro Tag, the latest innovation introduced by Visa, provides a unique and differentiated experience for cardholders.

- Visa's first payment device designed specifically for Visa payWave payments
- Functions using an embedded chip rather than magnetic-stripe technology
- Is the smallest Visa payment device designed for a cardholder's key ring
- Constructed to be small, durable and practical to optimize usage

**Will I be able to deploy a single terminal in order to accept Visa payWave, MasterCard and American ExpressPay?** Yes. Visa, MasterCard and American Express will all offer solutions that support the same standard for Radio Frequency (RF) cards—ISO 14443 A/B. This standard specifies the frequency, power, transmission and anti-collision parameters for devices that accept contactless payments like Visa payWave. Thus, only one terminal will be required to accept such payment devices issued by Visa, MasterCard and American Express. Note, however, that full specifications will differ across payment brands. You must procure peripheral readers/integrated terminals that are configured for all payment brands you want to accept. To learn more about Visa payWave specifications, please contact your Account Executive.

#### What changes will I need to make to my existing POS to integrate Visa payWave?

To deploy Peripheral Contactless Readers (PCRs) that plug into your existing conventional POS terminals, the payment application in your existing terminal must be modified to interface with the PCR. This is the case as long as the terminal has sufficient memory to support the upgraded application and available ports to support the external reader.

Upgrade specifics may vary, depending upon your infrastructure, but they are generally similar to current implementation updates to your terminal payment application. In addition, if your existing terminals are not already customer-activated, arrangements must be made for the new readers to be accessed by consumers directly, which may require some reconfiguration of your POS footprint. Visa can provide additional details on specialty terminals as needed.

#### Contact your acquirer or Visa account representative for details about getting started with Visa payWave.

<sup>1</sup>This does not apply to unattended environments where the clerk/cashier is not present.

<sup>2</sup>The Visa Zero Liability policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit [www.visa.com/security](http://www.visa.com/security).