

# EMV News

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JUST  
RELEASED

## Quick Chip

A webcast on Quick Chip discusses the what, why, and how behind Quick Chip for EMV® that can speed up chip transactions at the point of sale.

This webcast also addresses some of the frequently asked questions about Quick Chip impacts to consumers, issuers, acquirers, and merchants.

For more details, go to [Quick Chip](#).

**VISA**

Visa Chip Bytes:  
Quick Chip Card  
Acceptance



Brian Hamilton  
U.S. Chip Product Office



## Did you know?

### **What about the other payment brands? Have other payment brands announced Quick Chip processing?**

We have seen announcements by MasterCard, called M/Chip Fast, as well as from American Express and Discover for their comparable solutions. There has been some evolution in Visa's Quick Chip specification in order to make it easier for merchants to implement the Visa Quick Chip along with the solutions offered by the other card brands. So from a processing standpoint, whether they call it Quick Chip or M/Chip Fast, you can actually apply the same process to all the payment brands. Quick Chip can also be processed by the regional US debit networks.

### **It has been said that Quick Chip is only an option for some merchants. What are the requirements for a merchant to be allowed to implement Quick Chip?**

Quick Chip is an option. Visa does not require any merchant to implement it and would allow a merchant to implement only Quick Chip if they wanted to. Given the fact that Quick Chip is standard EMV processing, there are not any restrictions in terms of implementing Quick Chip.

And there is no impact to the kernel or to the EMVCo Level 2 approval of the kernel. It should be noted that Quick Chip is structurally very similar to Deferred Authorization which is currently supported by all acquirers.

### **How to get started on EMV or Quick Chip: Best Practices**

Quick Chip is based on Visa's minimum online EMV contact chip terminal configuration. This configuration provides a merchant full protection against Visa's EMV counterfeit liability shift. It can significantly reduce development and testing timelines, implementation cost and complexity. Don't waste time and money with complex EMV chip terminal implementations that have functionality you don't need. As other major payment networks have also announced a streamlined approach, you should request that your payment processor take the streamlined implementation approach for you.

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A streamlined approach provides the same functionality you have today with the added security protection of chip technology.

Merchants that have not yet upgraded their terminals to EMV chip may begin to see counterfeit fraud liability costs. You can start your implementation with Quick Chip which will save on time and testing. And even if you have already started your EMV implementation, you can still install Quick Chip with a software update that does not require any additional testing or certification with Visa or EMVCo. New terminal hardware already has the slot for chip card insert. You just need to ensure that the EMV software is included and enabled.



In addition to streamlining terminal configuration

requirements to reduce the complexity and time required to develop, certify and implement EMV chip terminals, Visa has also streamlined its testing requirements and simplified the terminal certification process. Visa has also committed to investing further resources and technical expertise in a manner that can reduce time frames by as much as 50 percent.

## VAR Outreach

### VAR mailbox

Visa announced Value Added Reseller (VAR) outreach initiatives on June 16 which include providing hands-on support to VARs that may need technical information, education, consulting and training. A dedicated team of Visa experts will be available to provide direct support in the form of webinars and one-on-one conversations, as needed.

A US VAR EMV mailbox was launched that will provide Value Added Resellers (VARs), Independent Software Vendors (ISVs) and Gateways easy access to Visa for questions related to U.S. chip migrations. Visa subject matter experts can provide guidance on terminal development and configuration including application management, terminal prompting, product design and re-architecture as well as testing needs for U.S. deployments.



If your organization currently does not have a Visa representative, you can send an email to [USVAREMV@visa.com](mailto:USVAREMV@visa.com) with your questions, interest in future webinars and training sessions and a Visa EMV Subject Matter Expert will generally respond to your email within two business days.



### For More Information

Please visit these Visa chip sites for more information about EMV:

[Visachip.com](http://Visachip.com)

[Visa Technology Partner](#)

[Visa Chip Bytes](#)

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