

*MasterCard  
International*



# MasterCard® PayPass™

*The Simpler Way to Pay™*



**Meeting Today's Consumers  
Head On.**

# THE POWER OF SIMPLE.

Introducing MasterCard® *PayPass*™.

Created to satisfy the desire of today's consumers to maximize time and make life easier.

You simply tap your MasterCard *PayPass* card or device on a *PayPass* terminal.

No swiping. No dipping. No fumbling.

Just tap. And go.

The *PayPass* reader and card or device interact using Radio Frequency. Visual or sound cues tell you the data has been received.

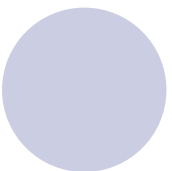
It's a simple idea, really.

Simple enough to appeal to consumers.

Simple enough to speed transactions.

Simple enough, even, to replace cash at quick-pay locations.

*Simple enough to keep you one step ahead.*





Make  
my day  
a little  
simpler  
and I'm in.





One tap

and I'm

outta here.

# CONVENIENCE IS EVERYTHING.

Fast food. Remote control. ATMs. Online shopping.

What lies at the heart of every one of these revolutionary trends?

Convenience.

Specifically, saving people time and giving them greater flexibility.

Now, you might think that swiping a payment card is as convenient as it gets.

That is, until you've tried MasterCard *PayPass*. It never leaves your hand. A nice, secure feeling, to be sure.

But there's something more.

One tap and you've got it. Instantly. Effortlessly. Even for little things like newspapers, movie tickets, or tolls.

No wonder 63% of respondents recently said they would likely use MasterCard *PayPass* if it were offered by their issuer.\*

In short, *PayPass* enhances the consumer experience by adding greater convenience and payment choice. So it helps merchants and issuers attract new customers. While strengthening existing relationships.

And if it replaces small cash transactions the way research says it will, commerce may never be the same.

*This little bit of extra convenience is big. Very big.*



\* MasterCard International research



Faster.

Better.

End of story.

# KEEP 'EM MOVING.

In quick-serve environments, every second counts.

Especially fast-food restaurants, drive-thrus, convenience stores, movie theaters, self-serve gas stations, mass transit, pharmacies, parking garages, and toll roads.

And nothing feeds the need for speed better than MasterCard *PayPass*.

In fact, in a recent market trial study of 16,000 cardholders, MasterCard *PayPass* consistently shaved 12–18 seconds off drive-thru transactions as compared to cash. It saved even more time compared to traditional credit transactions.<sup>1</sup>

These numbers shouldn't surprise you. With MasterCard *PayPass*, one tap is all it takes. And for quick-pay transactions under \$25 made with *PayPass*, no signature is required.<sup>2</sup>

Of course, quicker transactions mean shorter lines. And shorter lines attract more on-the-run customers, particularly during peak periods.

Speedy service is also key to a positive consumer experience. And faster throughput frees up store staff to focus on other things—like better customer service.

What's more, *PayPass* means fewer cards will be left behind because they never leave the customers' hands. And because there are no moving parts or openings exposed to the elements, readers are easier to maintain.

*Looks like a win-win for everyone.*



<sup>1</sup> MasterCard International research

<sup>2</sup> Signature not required for purchases of \$25 or less. PIN may be required for debit.

# CASH MEETS ITS MATCH.

Small-value transactions have long been the last stronghold of cash. But all that is about to change.

Enter MasterCard *PayPass*. Studies prove that in many point-of-sale environments,<sup>1</sup> it's faster than cash.<sup>2</sup>

Incredibly, it's even faster than exact change.

But that's not all. Transactions tend to be at least ten percent higher when using a card instead of cash.<sup>3</sup>

For issuers and acquirers, *PayPass* will increase sales volumes at acceptance locations that have traditionally been cash-only.

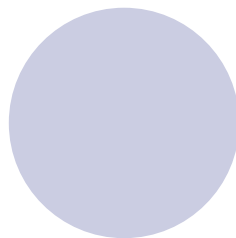
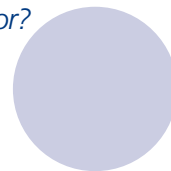
More transactions. Bigger transactions. That's quite a combination.

As for consumers, well, they can't wait. In a recent U.S. survey, 86 percent report that they want to use cash less often. Most now carry less than \$20 in their wallets. And they're comfortable with using a card for very small purchases.<sup>2</sup>

Using less cash also means fewer trips to the ATM. And better record keeping. In many markets, consumers are also protected by zero liability for fraudulent transactions when using MasterCard *PayPass*.

Little wonder that people who would definitely use *PayPass* say it will replace cash in more than half their future transactions.

*The only question is, what are you waiting for?*



<sup>1</sup> Quick-pay environments using high-speed connections and integrated POS terminals

<sup>2</sup> MasterCard International research

<sup>3</sup> MasterCard International usage statistics

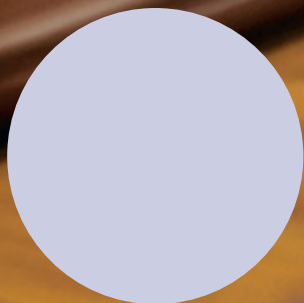


Cash?

Not if

I can

help it.





**I've got it.**

**And I'll spend it.**

**But only where I want.**

**And only how I want.**



# BE WHERE THEY'RE GOING.

Where are consumers headed today?

We know they're driven by convenience. And they're looking to save time. Here's another big one:

Choice.

With MasterCard *PayPass*, consumers are free to choose an option other than cash.

They're not even limited to using a card. Because the *PayPass* feature can also be built into a cell phone, key chain tag, key chain fob, PDA, or other device. Simply tap or wave it at a reader, and your purchase is complete.

And it can be added to any type of payment account: credit, debit, prepaid, or stored value.

Of course, more choice leads to more usage. And more usage leads to more revenue for everyone.

One final thought.

Focus groups indicate that *PayPass* scores high in being "cool." Really high.

It may have something to do with not having to look for change. Or the control you get from the card or device never leaving your hand. Or that one-tap-and-it's-yours feeling.

Whatever the reason, *PayPass* is just plain fun to use. And this dash of novelty, along with ease of use, may help drive early adoption and widespread acceptance.

Indeed, *PayPass* will likely prove to be a lasting way for issuers and merchants to differentiate themselves from the competition.

So, will it really be the next new, gotta-have-it item?

*Yes. Absolutely. Positively.*



# NOT REVOLUTION, EVOLUTION.

MasterCard *PayPass* is flexible enough to adapt to the unique market needs of issuers.

It can enhance all types of MasterCard consumer and business accounts.

It can be built into both cards and devices.

And it supports markets that primarily issue smart cards as well as those that issue magnetic stripe cards.



In addition, it can be added to a card allowing it to perform both contact and contactless payments. So a MasterCard card with *PayPass* is accepted via a swipe, dip, or tap at millions of locations throughout the world. One card does everything.

That way, issuers have maximum flexibility to offer cards or payment devices. And adoption can proceed as a natural extension of current purchasing behavior.

We call it seamless integration. This thinking also applies to merchant POS terminals. All hardware has been designed to merge with existing devices with minimal changes to software.

What's more, transactions are routed, authorized, and processed using existing payment networks. And the power of chip technology brings added security to issuers and acquirers in managing fraud.

What other enhancements might the future hold? Incredibly, you may someday be able to buy things by waving your card or device at your computer. Or even just by waving your watch at a self-checkout terminal.

Really.

*That's the thing about evolution. Small steps at first, but over time it looks like a revolution after all.*



I tap. I swipe.

I swipe. I tap.

It's all about

choices.



# THE FUTURE STARTS NOW.

We're convinced that MasterCard *PayPass* is the right payment method destined to displace cash for small-value transactions.

What's more, it isn't just a way that contactless payments may go in the future. We believe it's the way.

Not just because we're the first to use this technology on a general-purpose payment card. But also because it's built on a thoroughly tested, open platform based on a global standard.

It's easy to get started. For merchants, several hardware solutions are available. You can choose a peripheral reader or, for greater efficiency, a fully integrated system.

For issuers, new cards or devices can be rolled out to support any payment account type you choose. In the U.S., the mandatory reissue of debit cards is an ideal time to consider adding MasterCard *PayPass*.

An opportunity as important as MasterCard *PayPass* is not to be missed. And we're here to help in every way we can.

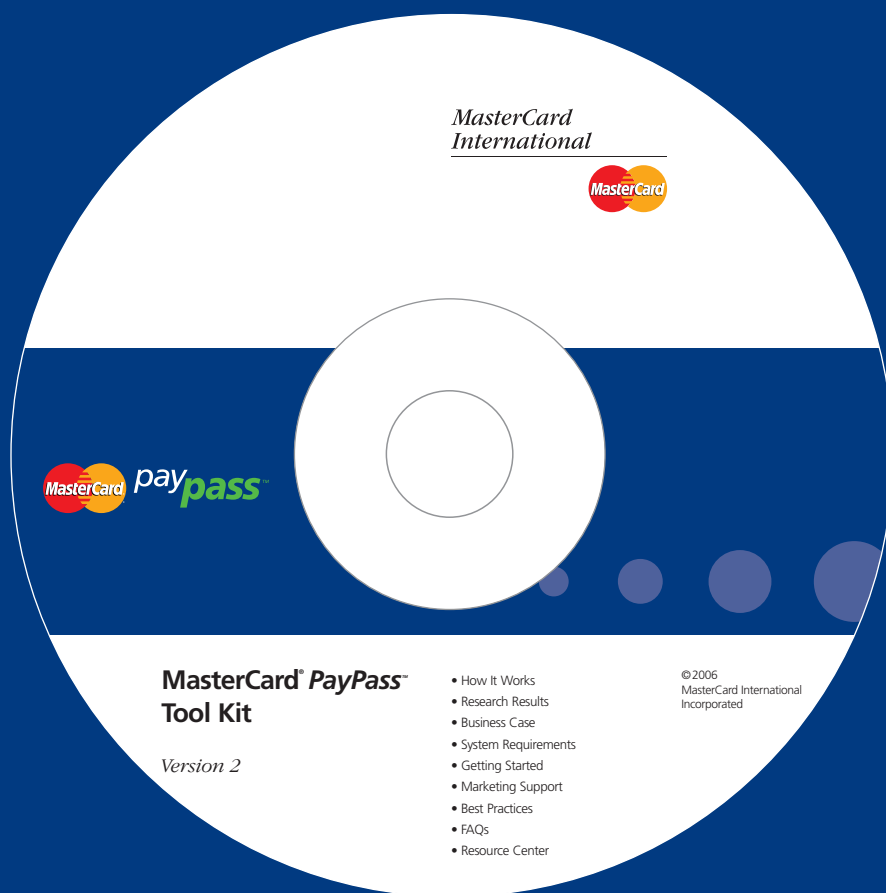
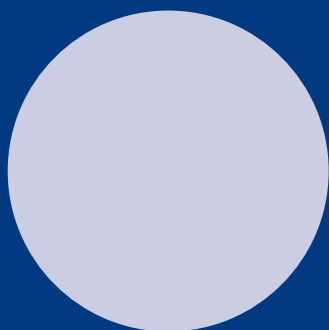
*Let's work together to make this one BIG. A success for everyone.*



The enclosed CD offers a wealth of detail about MasterCard *PayPass*, including:

- How It Works
- System Requirements
- Research Overview
- Best Practices
- Marketing Support
- FAQs
- Resource Center

To get started, contact a MasterCard representative directly at [paypass@mastercard.com](mailto:paypass@mastercard.com). Additional information is available at [www.paypass.com](http://www.paypass.com).





[www.paypass.com](http://www.paypass.com)

*MasterCard  
International*

