Powered and Next-Generation Cards

Issuing the Payment and Identity Products of Tomorrow

1 November 2017, Singapore

Applications:
- Securing Online Commerce and Banking
- Authenticating Customers and Transactions
- Providing Real-Time Fraud Protection
- Creating Attractive, Differentiated Products
- Providing New Levels of Customer Experience
- Delivering Enhanced Customer Convenience
- Payment Products Configured by Customers

Capabilities:
- Cards with Flexible Electronic Subsystems
- Cards with Displays for Data or Logos
- Cards with Interactive Keypad Controls
- Cards with Biometric Fingerprint Readers
- Cards Connecting to Back-End Host Systems
- Cards That Support Transaction Monitoring
- Cards That Communicate with Smartphones
APSCA will organise the world’s first conference on **Powered and Next-Generation Cards** in Singapore on 1 November 2017. The conference will bring together key stakeholders in the payment and identity card ecosystem to understand the opportunities offered by these next-generation products. The conference will explore how powered cards can support the development of new products for consumer payments, retail banking, government identity documents, and connected consumer devices in the Internet of things.

### The Shift to Mobile?
Tech media reports might lead us to believe that by next year consumers will use their mobile phones to make all consumer payments and identity transactions. In reality this is likely to take much longer. There are billions of payment cards and identity documents in circulation today and we know from years of experience that consumer behaviour is hard to change.

### Not So Fast
Japan has had a working mobile payments infrastructure for over 10 years with widespread mobile acceptance and mobile phones that support mobile payment applications available to all consumers. Yet today mobile payments adoption in Japan is still limited and a recent media report[1] stated that Japanese shoppers are just starting to accept mobile payments.

### What Customers Want
Consumers are rapidly adopting new Internet-driven technologies that can improve their lives. That does not mean they want to be holding a large mobile device all the time. This conference will explore how payment cards and identity documents will evolve towards connected devices with new functionality that offer a more complimentary fit with mobile devices and the Internet of things.

Powered cards can support on-card displays and LED indicators providing information to the customer, keypads or control buttons through which the customer can interact with a card and its payment or identity application, on-card biometric sensors and more. Powered cards can also support connectivity enabling customers to manage their payment and identity card products through other devices such as smartphones.

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Business and technology issues to be explored:

Securing Online Commerce and Banking
As EMV migration drives payment card fraud to CNP channels, dynamic CVV and related security code authentication products are expected to offer increased value to issuers by not only reducing CNP fraud but saving on reissuance of compromised cards, preventing missed transaction revenue and providing peace of mind to customers.

Authenticating Customers
Powered cards with fingerprint recognition capability enable on-card biometric verification for strong 2-factor authentication in new payment and identity verification scenarios. As all financial transactions shift to contactless, one of these scenarios will be a convenient payment card CVM that can enable single tap high-value contactless payments at the point-of-sale.

Connected Payment Card Products
As well as consolidating multiple cards in a single form factor, the connectivity offered by these powered cards will enable additional security and convenience features. Connected powered card products can send smartphone notifications to customers if they leave their card behind. Connected powered cards also allow customers to manage payment services and applications on their powered card product, including cancelling applications if the card is lost or stolen.

Next-Generation Customer Experience
Payment card issuers need solutions that make their products more likely to be chosen, activated and remain top-of-wallet. The next generation of powered card products will combine enhanced security with innovative features that offer new levels of customer experience in an entirely new class of differentiated products that excite and delight customers.

Real-Time Fraud Protection
Connected powered cards could monitor their own transactions and send alerts to the issuer in real-time. It may even be possible for the powered card to take action and block potentially fraudulent transactions at the point-of-sale before they take place. The capabilities offered by these new products are expected to lead to innovative new ideas about how to address global card fraud, which was recently forecast to exceed US$35 billion by 2020 (Nilson Report).

 Revolutionary Customer Convenience
Connected powered cards can store multiple payment and identity card products that the customer loads using their smartphone. Using only a powered card customers can then select the payment product that they wish to use through an interactive keypad and display located on the front of the card. These powered cards can store not only multiple payment and identity card products from the issuer but also loyalty and rewards cards issued by issuer partners.

Objectives
The first objective of the conference is to bring key stakeholders in the payment card and identity document ecosystem together to understand the opportunities for powered and next-generation cards.

Another important objective is to explore strategies to drive this new market and accelerate the development of products based on these new and innovative technologies.

Conference discussions will include how best to work with and support partners and customers. Subjects covered will include market education for powered cards, implementing and rolling out powered card products, understanding the powered card supply chain, new product development based on powered and next-generation cards, and industry best practices to support the development of this new market.

Target Audience
The conference is aimed at card industry experts and their customers: banks and payment card issuers, governments issuing identity documents, and all other parties interested in latest technologies for payment and identity cards.

Technology Exposition
A targeted exposition of latest powered and next generation card solutions will be held with the conference. The exposition will provide an opportunity for issuers of payment cards and secure identity documents from around the world to view and learn about latest developments and opportunities to create new payment and identity products for their customers.

Track Record
In a 20 year track record APSCA has organised more payment and identity events than any other organisation. Since 2001, several thousand delegates from payment card issuers and government authorities this identity documents have attended APSCA conferences and exhibitions.

Payment Card Issuers
Since organising the first national banking conferences on EMV migration in 2001, APSCA payments events have been attended by a large number of payment card issuers from over 15 payment card markets across Asia. Attendance at previous APSCA payment card events typically includes well over 40% of delegates being representatives of payment card issuers with the majority from financial institutions.

Government Identity Authorities
For over 15 years APSCA has organised some of the largest identity management and border management conferences. These events were typically attended by over 100 senior representatives of government agencies issuing smart identity cards and ePassports from 20-30 countries from Asia Pacific, South Asia, the Gulf, Africa and Europe.

Business Opportunities
Powered and Next-Generation Cards will provide the world’s first opportunity for senior decision-makers from the card business ecosystem, payments card issuers and governments issuing secure identity documents to discuss business, marketing and technology issues with their peers and subject matter experts.

The conference and technology exposition is a highly effective channel for issuers of payment cards and secure identity documents to meet technology providers from the powered and next-generation card industry to learn about the potential of this new business.

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