MarketLine

Sightline Payments to augment offerings for ==gaming== industry with ==Mastercard==

316 words
7 October 2021
16:35
MarketLine News and Comment
DTMNTR
English
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Sightline Payments has partnered with Mastercard to launch Play+ Mastercard card, which will allow players to pay for gaming and no-gaming activities.

Players will be able to pre-load the card for use in their non-gaming activities, sports betting, online gaming, and casino wagering accounts.

Mastercard's tokenisation technology provides a unique token in place of the physical card number, which is available to merchants that requested it.

Sightline Payments co-CEO Joe Pappano said: "The foundation of Play+ is to provide customers with a safe, secure and responsible payments experience to fund their gaming and entertainment.

"Our collaboration with Mastercard will further cement that goal and we look forward to working together to enhance payment options within the gaming industry and further the digital transformation of the consumer experience."

The first Play+ Mastercard have been rolled out by Sightline at Resorts World Las Vegas.

The cardholders visiting the resort can pay for their expenses by syncing the card with their smartphones.

These include payments for slot play, table games, and sports betting. They can also use the card at restaurants, retail, and entertainment.

In addition, the cardholders will be able to set time and spend limits, track their overall spending, and receive monthly statements about their activity.

Mastercard executive vice-president of products & innovation for North America Chiro Aikat commented: "As consumers increasingly seek digital-first experiences, we're pleased to partner with Sightline to enable a fully digital engagement for the patrons at Resorts World Las Vegas leveraging our tokenisation capabilities and innovative card solutions."

Recently, PayNearMe unveiled a new platform to expedite end-to-end money movement for iGaming and sports betting operators.

Dubbed MoneyLine, the platform is said to enhance the complete iGaming payment experience while minimising operator costs and boosting player satisfaction.

96F37642-9480-4C2C-A5DE-343EB4843023
Document DTMNTR0020211008eha700027

InformationWeek

Mastercard International Incorporated; Patent Issued for Method and system for emotional intelligence via virtual reality and biometrics (USPTO 11017463)

2,333 words
15 June 2021
Information Technology Newsweekly
INTEWK
8119
English

2021 JUN 15 (VerticalNews) -- By a News Reporter-Staff News Editor at Information Technology Newsweekly -- According to news reporting originating from Alexandria, Virginia, by VerticalNews journalists, a patent by the inventors Chu, Christine (New York, NY, US), Loh, Jo-Anne (New York, NY, US), Welsh, Tyler C. (New York, NY, US), filed on October 24, 2017, was published online on May 25, 2021.

The assignee for this patent, patent number 11017463, is Mastercard International Incorporated (Purchase, New York, United States).

Reporters obtained the following quote from the background information supplied by the inventors: "For many people, budgeting can play a very important role in their life. In many cases, budgeting helps to ensure that a person keeps to within certain limits when it comes to certain categories of spending or overall spending. In many cases, there may be no physical limits on their ability to spend beyond a budgeted amount, such as due to technology constraints of their issuing financial institution. In some instances, certain budgetary restrictions may be available on their transaction account, but may not be specific enough to suit the person's budget, such as an inability to have separated budgeting categories based on merchant industry. In these cases, a consumer may have to rely on their own willpower in order to keep within a set budget.

"However, some consumers may lack such willpower and have a tendency to make impulse purchases that can result in overspending. Currently, there is a lack of tools and systems to even identify when a purchase may be an impulse purchase, let alone alert the consumer of their impulsiveness to assist the consumer in stopping a transaction before it starts. As a result, without having strict controls on the usage of their transaction account, an impulsive consumer may be unable to stick to budgeted limits, which may be detrimental to their financial well-being. Thus, there is a need for a technological solution to be able to identify potential impulsive purchases and provide recommendations to a consumer based thereon to assist the consumer in keeping to a pre-established budget."

In addition to obtaining background information on this patent, VerticalNews editors also obtained the inventors' summary information for this patent: "The present disclosure provides a description of systems and methods for the providing of recommendations based on emotional intelligence. When a payment transaction is proposed, the consumer's biometrics are identified and compared to baseline biometrics for that consumer to determine a level of impulsiveness for the proposed transaction. The level of impulsiveness is used in combination with a predetermined budget to identify a recommendation if the transaction should proceed or be stopped that is provided to the consumer to help guide their decision. In some cases, the consumer can established merchant-specific criteria, such as for instances where the consumer may be more or less likely to make impulse purchases that are detrimental to their overall budget.

"A method for providing recommendations based on emotional intelligence includes: storing, in an account database of a processing server, an account profile, wherein the account profile includes a structured data set related to a transaction account including at least an account identifier, a budget amount, and one or more baseline biometric characteristics; receiving, by a receiving device of the processing server, transaction data related to a proposed transaction, wherein the transaction data includes at least a transaction amount exceeding the budget amount; receiving, by the receiving device of the processing server, one or more current biometric characteristics of an individual associated with the proposed transaction; determining, by a determination module of the processing server, impulsiveness of the proposed transaction based on a comparison of the one or more baseline biometric characteristics to the one or more current biometric characteristics; and electronically transmitting, by a transmitting device of the processing server, a transaction recommendation based on the determined impulsiveness, wherein the recommendation is to proceed with the proposed transaction if the proposed transaction is determined to not be impulsive, and the recommendation is to not proceed with the proposed transaction if the proposed transaction is determined to be impulsive.

"A system for providing recommendations based on emotional intelligence includes: an account database of a processing server configured to store an account profile, wherein the account profile includes a structured data set related to a transaction account including at least an account identifier, a budget amount, and one or more baseline biometric characteristics; a receiving device of the processing server configured to receive transaction data related to a proposed transaction, wherein the transaction data includes at least a transaction amount exceeding the budget amount, and receive one or more current biometric characteristics of an individual associated with the proposed transaction; a determination module of the processing server configured to determine impulsiveness of the proposed transaction based on a comparison of the one or more baseline biometric characteristics to the one or more current biometric characteristics; and a transmitting device of the processing server configured to electronically transmit a transaction recommendation based on the determined impulsiveness, wherein the recommendation is to proceed with the proposed transaction if the proposed transaction is determined to not be impulsive, and the recommendation is to not proceed with the proposed transaction if the proposed transaction is determined to be impulsive.

"Further areas of applicability of the present disclosure will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description of exemplary embodiments are intended for illustration purposes only and are, therefore, not intended to necessarily limit the scope of the disclosure."

The claims supplied by the inventors are:

"1. A method for providing recommendations based on emotional intelligence, comprising: storing, in an account database of a processing server, an account profile, wherein the account profile includes a structured data set related to a transaction account including at least an account identifier, a budget restriction, and one or more baseline biometric characteristics; receiving, by a receiving device of the processing server, transaction data related to a proposed transaction, wherein the transaction data includes at least a transactional information non-compliant with the budget restriction; receiving, by the receiving device of the processing server from a computing device interfaced with an emotion detection sensor or a biometric sensor, one or more current biometric characteristics of an individual associated with the proposed transaction captured with the emotion detection sensor or the biometric sensor; determining, by a determination module of the processing server, impulsiveness of the proposed transaction based on a comparison of the one or more baseline biometric characteristics to the received one or more current biometric characteristics captured with the emotion detection sensor or the biometric sensor; and electronically transmitting, by a transmitting device of the processing server, a transaction recommendation based on the determined impulsiveness determined based on the received one or more current biometric characteristics captured with the emotion detection sensor or the biometric sensor, wherein the recommendation is to proceed with the proposed transaction if the proposed transaction is determined to not be impulsive, and the recommendation is to not proceed with the proposed transaction if the proposed transaction is determined to be impulsive.

"2. The method of claim 1, wherein the transaction recommendation is electronically transmitted to a second computing device interfaced with a display device configured to display the recommendation to the individual.

"3. The method of claim 2, wherein the display device is one of: an augmented reality or virtual reality display device.

"4. The method of claim 3, wherein the transaction data is received from the second computing device, and the transaction amount is based on one or more products identified via image recognition using the augmented reality or virtual reality display device.

"5. The method of claim 1, wherein the recommendation to not proceed with the proposed transaction is accompanied by a recommendation for an alternative transaction.

"6. The method of claim 5, wherein the alternative transaction is based on at least the budget restriction.

"7. The method of claim 1, wherein the transaction data and current biometric characteristics are received from a common computing device.

"8. The method of claim 7, wherein the transaction recommendation is electronically transmitted to the common computing device.

"9. A method for providing recommendations based on emotional intelligence, comprising: storing, in an account database of a processing server, an account profile, wherein the account profile includes a structured data set related to a transaction account including at least an account identifier, a budget restriction, and one or more baseline biometric characteristics; receiving, by a receiving device of the processing server, transaction data related to a proposed transaction, wherein the transaction data includes at least a transactional information non-compliant with the budget restriction; receiving, by the receiving device of the

processing server from one or more biometric measuring devices, one or more current biometric characteristics of an individual associated with the proposed transaction captured with the one or more biometric measuring devices; determining, by a determination module of the processing server, impulsiveness of the proposed transaction based on a comparison of the one or more baseline biometric characteristics to the received one or more current biometric characteristics captured with the one or more biometric measuring devices; and electronically transmitting, by a transmitting device of the processing server, a transaction recommendation based on the determined impulsiveness determined based on the received one or more current biometric characteristics captured with the one or more biometric measuring devices, wherein the recommendation is to proceed with the proposed transaction if the proposed transaction is determined to not be impulsive, and the recommendation is to not proceed with the proposed transaction if the proposed transaction is determined to be impulsive, wherein the transaction recommendation is electronically transmitted to a second computing device interfaced with a display device configured to display the recommendation to the individual, wherein the display device is one of: an augmented reality or virtual reality display device.

"10. The method of claim 9, wherein the transaction data is received from the second computing device, and the transaction amount is based on one or more products identified via image recognition using the augmented reality or virtual reality display device.

"11. The method of claim 9, wherein the recommendation to not proceed with the proposed transaction is accompanied by a recommendation for an alternative transaction.

"12. The method of claim 11, wherein the alternative transaction is based on at least the budget restriction.

"13. The method of claim 9, wherein the transaction data and current biometric characteristics are received from a common computing device.

"14. The method of claim 13, wherein the transaction recommendation is electronically transmitted to the common computing device.

"15. A system for providing recommendations based on emotional intelligence, comprising: an account database of a processing server configured to store an account profile, wherein the account profile includes a structured data set related to a transaction account including at least an account identifier, a budget restriction, and one or more baseline biometric characteristics; a receiving device of the processing server configured to receive transaction data related to a proposed transaction, wherein the transaction data includes at least a transactional information non-compliant with the budget restriction, and receive, from a computing device interfaced with an emotion detection sensor or a biometric sensor, one or more current biometric characteristics of an individual associated with the proposed transaction captured with the emotion detection sensor or the biometric sensor; a determination module of the processing server configured to determine impulsiveness of the proposed transaction based on a comparison of the one or more baseline biometric characteristics to the received one or more current biometric characteristics captured with the emotion detection sensor or the biometric sensor; and a transmitting device of the processing server configured to electronically transmit a transaction recommendation based on the determined impulsiveness determined based on the received one or more current biometric characteristics captured with the emotion detection sensor or the biometric sensor, wherein the recommendation is to proceed with the proposed transaction if the proposed transaction is determined to not be impulsive, and the recommendation is to not proceed with the proposed transaction if the proposed transaction is determined to be impulsive.

"16. The system of claim 15, wherein the transaction recommendation is electronically transmitted to a second computing device interfaced with a display device configured to display the recommendation to the individual.

"17. The system of claim 16, wherein the display device is one of: an augmented reality or virtual reality display device.

"18. The system of claim 17, wherein the transaction data is received from the second computing device, and the transaction amount is based on one or more products identified via image recognition using the augmented reality or virtual reality display device.

"19. The system of claim 15, wherein the recommendation to not proceed with the proposed transaction is accompanied by a recommendation for an alternative transaction.

"20. The system of claim 19, wherein the alternative transaction is based on at least the budget restriction.

"21. The system of claim 15, wherein the transaction data and current biometric characteristics are received from a common computing device.

"22. The system of claim 21, wherein the transaction recommendation is electronically transmitted to the common computing device."

There are additional claims. Please visit full patent to read further.

For more information, see this patent: Chu, Christine. Method and system for emotional intelligence via virtual reality and biometrics. U.S. Patent Number 11017463, filed October 24, 2017, and published online on May 25, 2021. Patent URL:
http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11017463.PN.&OS=PN/11017463RS=PN/11017463

Keywords for this news article include: Business, Information Technology, Mastercard International Incorporated.

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Document INTEWK0020210615eh6f00159

AEVI, <mark>Mastercard</mark> simplifying <mark>omnichannel shopping</mark>

345 words
30 March 2021
ATM Marketplace
ATMMP
English
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London-based AEVI, a payments integrator, and Mastercard Payment Gateway Services are working together to simplify the omnichannel shopping experience. By providing easy access to any payment technology and business solution, the partnership will help banks, acquirers, PSPs, ISOs and ISVs drive digital efficiency and innovation across their payment experiences, according to a press release.

"The commercial relationship and equity investment between Mastercard and AEVI will help accelerate AEVI's goal to become an industry-standard platform for face-to-face payment integration," AEVI CEO Mike Camerling said in the release. "AEVI will be better positioned to support all of its customers and to pursue more market opportunities and to do so more rapidly."

AEVI provides an open platform that is device and solution independent to integrate payments and data across all customer channels. This platform, combined with MPGS' encompassing digital gateway services will offer merchants a way to bring payments across   multiple touchpoints in-store and online and straight to where the customer, Keith Douglas, EVP of MPGS said in the release.

"More than ever, we see the convergence of digital and physical payment channels as a key driver in enhancing customer experience," he said. "We'll look to lean into this collaboration and expanded relationship to support our shared merchant customers and partners in their efforts to grow and strengthen consumer relationships."

The companies will initially focus on Europe with further expansion opportunities to come. In addition to the commercial relationship, Mastercard will become a minority investor in AEVI, along with existing shareholders [Diebold Nixdorf](), HPE Growth Capital and Schroder Adveq, with Diebold Nixdorf remaining as the majority shareholder. Financial terms of the companies' investments were not disclosed.

"We are pleased to welcome Mastercard as a co-investor into AEVI, and for their interest in working jointly on this rapidly developing area," David Caldwell, SVP strategy & corporate development, Diebold Nixdorf said in the release. "Mastercard's global perspective will be an important contributor to AEVI's growing capabilities in meeting the needs of a wide range of its customers

Document ATMMP00020210330eh3u0002v

==Mastercard== Partners With Anghami To Host a #Priceless Performance Featuring the Sensational Yara in an Exclusive ==Virtual Concert== on March 26

225 words
24 March 2021
Al-Bawaba News
ALBAWA
English

Mastercard today announced its partnership with Anghami, the leading music streaming platform in MENA to host an exclusive and Priceless live concert by the Lebanese pop singer Yara. The exclusive event delivers on Mastercard's promise of connecting people to their passion for music and follows the rollout of Mastercard's own multisensory brand journey, having recently rolled out its sonic identity.

Yara will be performing live on Friday March 26th at 9:30PM (UAE Time), 7:30PM (Lebanon Time). Throughout the 60-minute show, Yara is set to bring Mastercard cardholders on a journey to discover her songs in different Arabic dialects including Lebanese, Egyptian, Arab Maghreb, and the dialect of the Gulf Region.

The concert will be streamed through Anghami's latest Live Concerts feature. This feature allows users to watch, interact, comment and clap in real time. Users can tune in to watch Yara's Priceless performance and top hits including "Ma Yhimmak", "Khedni Ma'ak" and "Shefto Mn Be'eid.

In line with its commitment to bring Priceless experiences to its consumer base in the region, Mastercard is offering Yara's fans a Priceless surprise via a digital meet and greet experience with Yara. For more information, visit Priceless.com

Document ALBAWA0020210324eh3o00004

==Mastercard== Partners with Anghami to Host a #Priceless Performance Featuring the Sensational Yara in an Exclusive ==Virtual Concert== on March 26

Distributed by Contify.com
241 words
17 March 2021
Contify Banking News
ATINBK
English
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Dubai, UAE, March 17 -- MasterCard issued the following news release:

Mastercard today announced its partnership with Anghami, the leading music streaming platform in MENA to host an exclusive and Priceless live concert by the Lebanese pop singer Yara. The exclusive event delivers on Mastercard's promise of connecting people to their passion for music and follows the rollout of Mastercard's own multisensory brand journey, having recently rolled out its sonic identity.

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Source: MasterCard

Document ATINBK0020210318eh3h000e0

Search Summary

Text	(hd=mastercard) and wc>100 and hd=(virtual real estate or virtual properties or digital real esate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning or metaverse)
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Source	All Sources
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Company	All Companies
Subject	All Subjects
Industry	All Industries
Region	All Regions

Language	English
Results Found	11
Timestamp	21 February 2022 18:18