

EFT Source Announces Addition of New EMV Expert Dmitry Tarusov at BAI Payments Connect 2014
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Industry expert to lead company's EMV initiatives, support financial institutions' migration to chip cards

In anticipation of the upcoming Europay, MasterCard and Visa (EMV) initiative to implement chip-based payment cards in the United States, [EFT Source, Inc.](#), a provider of turnkey card programs and personalization services for ATM and debit cards for financial institutions, announced at [BAI Payments Connect 2014](#) it has recruited EMV expert Dmitry Tarusov to lead the company's EMV initiatives and support its financial institution clients' migration to chip cards.

As EFT Source's senior EMV engineer, Tarusov brings more than 18 years of experience in the payment card industry. An expert of EMV implementations, payment systems, chip cards and payment association certification requirements, he adds valuable experience to the company. He has worked with EMV-compatible cards and devices, including point-of-sale (POS), automated banking machines (ABM) and self-service devices, as well as EMV certified card management systems (CMS). Tarusov previously managed EMV-implementations abroad, where he gained a comprehensive understanding of the payment specifications for Visa and MasterCard's chip-based financial applications (VSDC and MChip, respectively).

"The recent data breaches have increased the discussion around EMV and created a new sense of urgency for its implementation, however there is still no step-by-step plan in place and many unanswered questions," said Bill Dinker, president of EFT Source. "Dmitry's experience and comprehensive knowledge of EMV and its outlying considerations offset the unknown. His expertise will be invaluable to us and the customers we serve as the industry's migration approaches."

Prior to EFT Source, Tarusov was senior EMV analyst and EMV technical analyst for Giesecke & Devrient, a leading international technology provider, where he created new card payment products. Before his role at Giesecke & Devrient, Tarusov was the leading EMV expert for Threshold Financial Technologies, a full service integrated solution provider of innovative payments processing and ATM managed services solutions. While at Threshold, he facilitated the company's EMV implementation for its payment host infrastructure and ATM switch. He also led the MasterCard ATM acquiring certifications for all of the ATMs at Threshold, including Diebold, NCR, Triton and Wincor Nixdorf.

About EFT Source Inc.

Established in 1977, EFT Source provides financial institutions with turnkey card programs and secure personalization of ATM and debit cards – from conceptual art to creative fulfillment services. Based in Nashville, Tenn., EFT Source also has a production facility in Colorado Springs, Colo., and a facility in Green Bay, Wis. that focuses on marketing and print services. For more information, visit www.eftsource.com.

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