

EMV???

**Are you SWIPING
or INSERTING your
cards?**



Why EMV is a GOOD IDEA for you?



- 1 - Virtually Fraud Proof**
- 2 - V/MC/Disc/AMex are all changing in 2015***
- 3 - Avoid Liability of Data Breaches**

Visa and MasterCard both assign a "Liability Shift" to merchants that accept fraudulent transactions if they do not have an EMV Terminal*

- 1 - Over 100 million issued already**
- 2 - Expect Fees on Non-EMV to go UP**
- 3 - Your Data is Protected TOO!**
- 4 - it's not an IF, It's a WHEN....**

AmeriBanc National is offering new EMV Compliant Terminal Placement at No Cost to Earn Your Business TODAY and we will WORK to Keep you Happy



*Source Article can be found online at www.smartcardalliance.org/pages/publications-emv-faq