A kiosk for retailers, news issuers and service providers

How does it works

Based on **OneSMART™ retail package** developed by Mastercard, the smart card stores personal data, coupons cash back features and loyalty data.

Smart card Retail is based on EMV standard and use new EMV infrastructure.

POS, Kiosks are upgraded with MODS library developed by Mercury Technologies.

Business proposition

• To help issuers to build added value proposals co-branding, multiservices and multiapplication

• Better ROI on EMV infrastructure (payment and multiservices)

Co-branding and affinity schemes

• Potential for reducing consumer acquisition costs

• Potential for improved customer retention

• Potential for higher usage card

• Potential for improved card profitability

Loyalty

Main benefits are

• Real time interaction

• RFM application

• No paper

• Multischemes approach

Keys interests for a kiosk solution

- WEB services

- Multimedia

- Automatic Form filling

- Network point of sales

- Multi-merchants

- Real time operation

- Feedback on customers's usage and attitude

- Merchants increase point of sales, local presence and national service

- Cardholder local service

Range of application provided

- Banking & Financial Institution

- Retails

- E-city card

- Campus card

- E-governments

- Transportation

Technical performance

- On line Secured Browser

- Hacking protection

- Auto clean up operating mode

- Remote control for supervision

- Option Biometric functions and printer

- All smart card standards are supported EMV, contactless, electronic purse, ISO 7816…