

News release



24 April 2003

Chip and PIN a major focus at Retail Solutions 2003

Impartial advice for retailers from the Chip and PIN Stand J42

The migration to chip and PIN is one of the most important challenges for retailers this year and it will be a major focus for Retail Solutions 2003 (3-5 June, NEC Birmingham).

The independent organisation – known as the Programme Management Organisation (PMO) - charged by the BRC and APACS with co-ordinating the planning and management of the chip and PIN roll out across the UK retail and banking industries, will have a significant presence at Retail Solutions 2003 as part of a major communications drive to help retailers understand what they need to do to be ready for chip and PIN by 2005.

Available at the chip and PIN stand (J42) will be expert advice from senior executives involved in the Programme, as well as a wealth of information and free guides, including:

- A handy Merchants Guide to Implementing chip and PIN
- Chip and PIN Information Guide, which includes information for both retailers and vendors
- Retail Solutions chip and PIN Trail leaflets – your map of where to find chip and PIN solutions and demonstrations at the event
- A step-by-step information CD and training video produced for retailers to help in staff training initiatives.

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Matt Hunt, Implementation Director for the Chip and PIN Programme will be speaking as part of the exhibition's seminar programme and on Retail Solutions TV. His presentation will cover the latest news on the progress of the public trial of chip and PIN, including consumer comments about chip and PIN at the point of sale, the creative campaign and communication and early lessons learnt by participating banks and retailers.

Steve Sinclair, Communications Director at the PMO said: "Retail Solutions is a major event in the retail calendar and an ideal platform to get across the chip and PIN message to a wide retail audience as well as the vendor community. Our unique position as an independent, not-for-profit organisation means we are able to give impartial advice and information to retailers who want to know more about chip and PIN, what it means to their business and how to plan their implementation."

For retailers not able to attend the event, the chip and PIN stand and the information available there will be featured on Virtual Retail Solutions, the online version of the exhibition which runs for 12 months after the event. Retailers will be able to download chip and PIN information and guides by visiting Retail Solutions Online at www.virtexpo.com.

David Smith, Public Affairs Director at the British Retail Consortium comments: "The vast majority of visitors to Retail Solutions this year will be looking at chip and PIN. The presence of the PMO means that retailers can get expert advice without any sales pressure and then use the chip and PIN solutions trail to find technology that meets their particular needs."

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For further information please contact:

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Notes to editors:

- **Banks, retailers, building societies and card issuers have joined forces to combat the problem of credit and debit card fraud through the UK Chip and PIN Programme.**
- **The Chip and PIN Programme will see magnetic stripes on credit and debit cards replaced with a smart chip, and by 2005 cardholders will verify their purchases by keying in a secret four-digit PIN (Personal Identification Number) rather than signing a receipt.**
- **This simple new system is part of a global initiative to cut fraud. Many other countries in Europe and around the world are planning to implement the chip and PIN system, which is built to an international standard.**
- **The Chip and PIN Programme continues to consult with the Disability Rights Commission to consider the needs of cardholders with disabilities.**

Photographs:

- **A background press pack and photographs showing chip and PIN in action can be downloaded, at no charge, from the news room at www.chipandpin.co.uk**